New User Guide

- Identify Online -

Ringgold

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What is the Identify Database?

Identify Online is Ringgold's authoritative database containing more than 400,000 unique institutional records, providing a map of the world from a publisher's point of view.

Authoritative: Each institutional record has been meticulously researched by our team of more than 40 experts. Located around the globe, our researchers speak over 25 different languages, and have detailed knowledge of their region and the infrastructure of institutions in the particular countries where they hold expertise.

Richly Detailed: Identify Online records bring together metadata including size, location, URLs, standard classification schemes, and consortium membership - and combine it with Ringgold's own unique Institutional Identifiers, Tiers, and Types. Together, this provides an enhanced view of each institution, making market analysis and prospect identification possible.

Organized Hierarchically: By mapping each institution's record to the organization's larger structural hierarchy, *Identify* displays a definitive family tree. See the relationship between academic departments, university campuses, and university systems; government entities; or complex corporate and healthcare structures.

What will it do for me?

Identify Online helps you to understand and explore the market for academic and scholarly content like no other single resource. Find detailed data on a single institution, or use Identify Online to explore the wider market for your titles.

Multiple layers of Search Functionality allow users to find exactly what they are looking for, searching by:

- Keyword
- Location: city, state, country, post/zip code
- Ringgold Type
- Tier: JISC Bands, Carnegie Classifications, Ringgold Tiers
- Find consortia and consortium members

Clients of Ringgold's Audit service may also compare their customers to the larger market, by having Ringgold host their audited subscriber files:

- See both subscribers and non-subscribers in any *Identify* search, including consortia holdings
- Filter searches by title, product or package
- Generate gap analysis and market penetration reports

What if I need more help?

If you require clarification on any aspects of using *Identify* please do not hesitate to contact us for friendly advice. Alternatively, extra training can be provided online or in person.

Email your enquiries to giselle.rawlins@ringgold.com, or Skype giselle.rawlins
Technical queries should be emailed to isupport@ringgold.com

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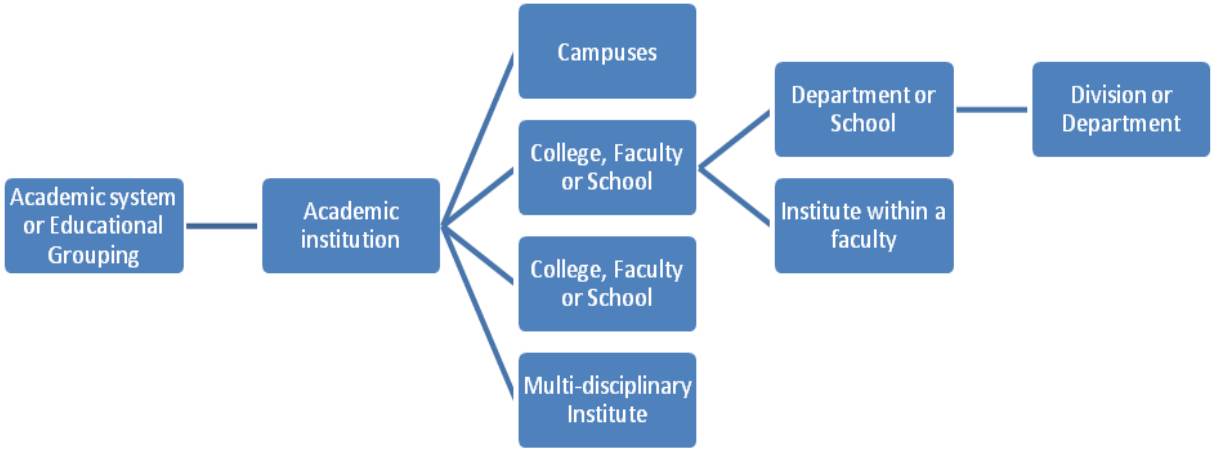
Brief overview of *Identify* content & structure

The Identify Database covers institutions that are known to subscribe to scholarly content.

All types and sectors of organizations are included as well as their sub-units, departments and offices. In principle libraries are not included as unique records unless they are stand alone, or have multiple ownership (for example, some German or French university libraries, or health libraries serving multiple institutions such as Exeter Health Library and the Joint Bank Fund Library). However, library names are typically included as "alternative names" for the institution which they serve.

The **academic** sector covers universities, colleges, sixth-form colleges, schools and commercial colleges. These may be subdivided into colleges, faculties, schools or departments. Individual campuses of academic institutions are given separate records. An alternative name is generated for the main campus where it has a specific name.



In general, **schools** are classified under the type academic/school. In addition some schools are included in academic/special where the school or college serves special needs students. Commercial companies which own schools or colleges are usually corporate/edu. UK sixth form colleges are classed as schools.

The database distinguishes between central **government** (govt) and local government (**public**). State and regional governments are classified as public. The top level of government is classified as govt/central or public/central. Large **government research units** such as academies of science or research networks such as Max-Planck Society are typed as academic/govt. Counties, districts or towns are not connected to states or top level government. Depending on the local structure, **public libraries** may be allocated to their town, county or regional network.

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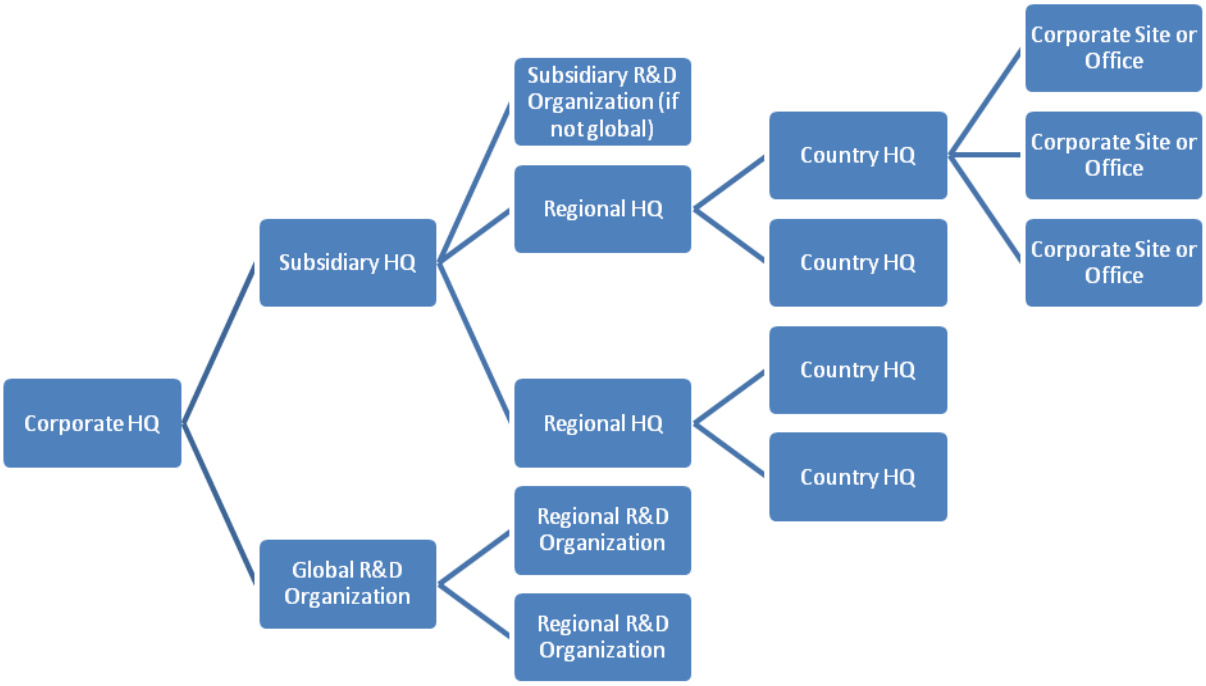
Brief overview of *Identify* content & structure (cont.)

Organizations are treated as **corporate** if they act as profit-making corporations. Some charitable organizations which act as corporations, such as university presses, are treated as academic/corporate, but their parent is academic.



There is no differentiation between public and private **hospitals** because it is frequently difficult to separate the functions, and many are both. Hospitals are frequently grouped into health systems which may include private medical clinics, and home health agencies.

Most organizations classified as **other** are not-for-profit.

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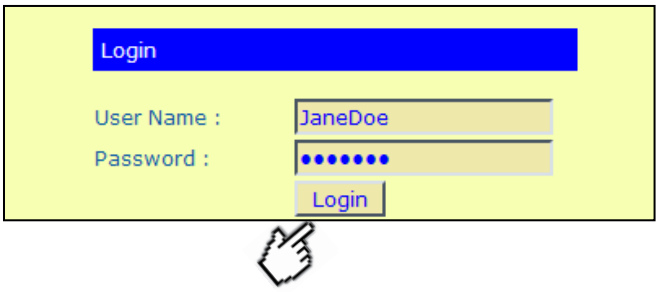
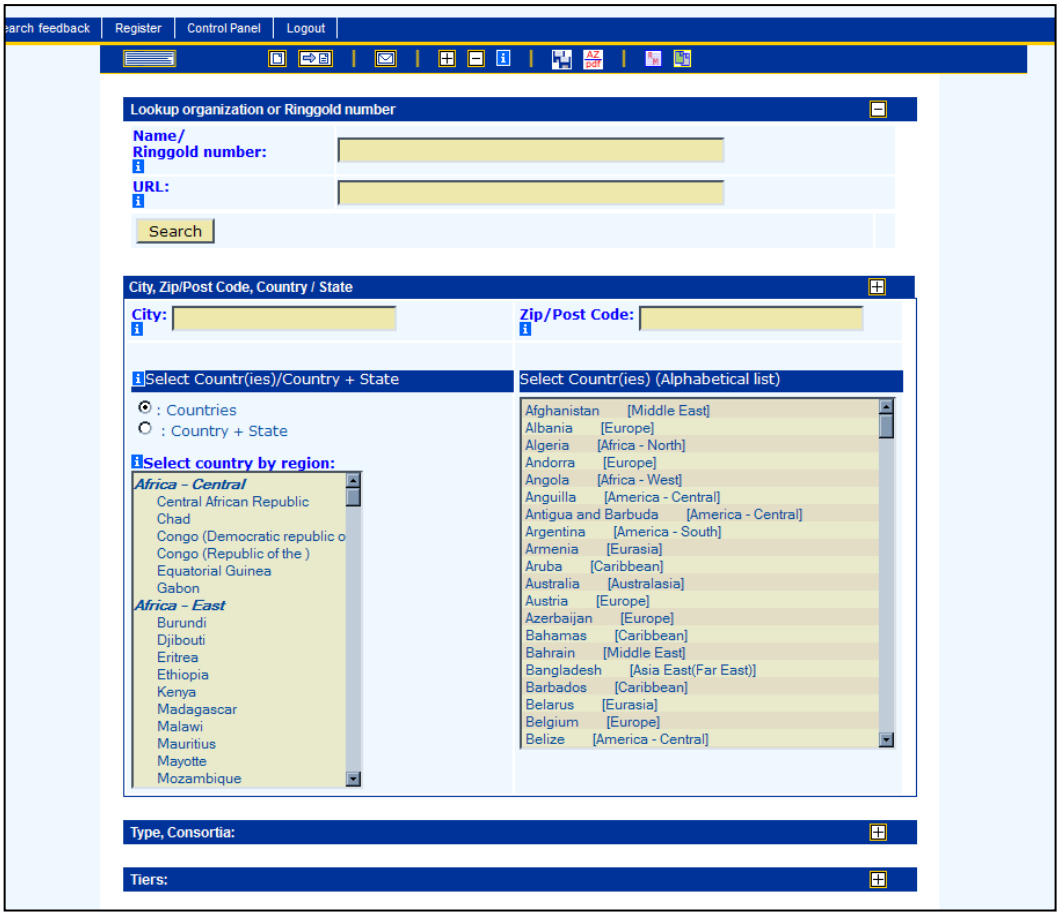
Getting started

Login:

Go to ido.ringgold.com → ***Enter*** user name and password → ***Click*** login



You will now be presented with the main basic search page

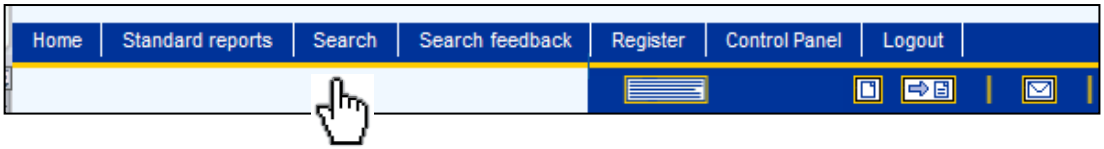


Search page

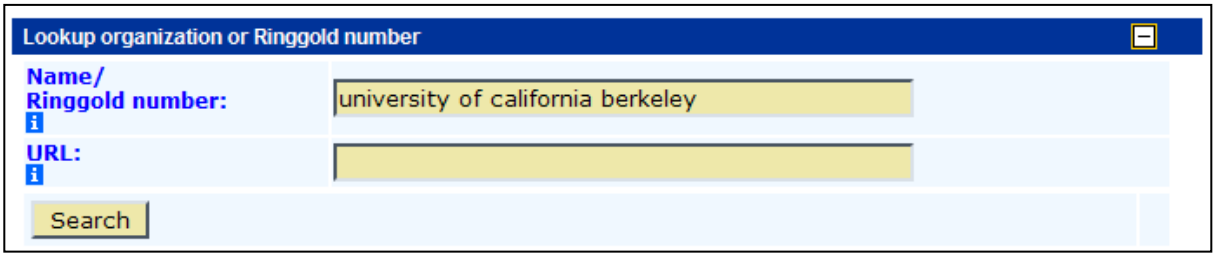
Searching the database allows you to find institutional records and your subscription data, if hosted by Ringgold.

To perform a basic search:

To access the basic search page, login as previously instructed or C***lick*** Search located on the bar at the top of the page from within anywhere in *Identify*



Type an organization name into the main search box and C***lick*** Search



You can also use truncated word searches, eg univ calif berkeley

Basic search results:

If your search returned more than one result, as most will, they will be shown in a table.
In the case of the University of California Berkeley there are 104 results.
The database has given us every record that contains the words 'University' and 'California' and 'Berkeley' somewhere in the record.
If an exact match is found, it will be displayed at the top of the results.

Hover your mouse over the record to view the alternative names

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Record information and detail

Click the **Organizational Detail Button**
within the search results to view information about your chosen organization

*Note: consortia records will be highlighted in brown

The anatomy of an organization record:

Now you can view details of your record, including the types, tiers, URL and consortia memberships. The meta data is described below. * A full list is in the Glossary, in Appendix A.

Ringgold Identifier

Every record has a unique institutional identifier, the Ringgold ID number

Institution Name

The legal or formal name in the native language (where known)

Type

Sector or sub-sector, usually subject-related. A full list of Ringgold Types is in Appendix C

Alternative Names

Former names, common names, acronyms, English translations if record is non-English language, library names

RN: 1438 University of California Berkeley

(Jean Gray Hargrove Music Library *) ; (Earth Sciences and Map Library *) ; (Water Resources Center Archives *) ; (UC Berkeley *) ; (Bancroft Library *) ; (Doe and Moffitt Libraries *) ; (WRCA *) ; (Ethnic Studies Library *)

Address

City: Berkeley
State/Province: CA
Post Code: 94720
Country: USA

Links

Web site: www.berkeley.edu

Consortia membership

California Digital Library-
Califa Group-
Organization for Tropical Studies-
Center for Research Libraries-

Details

Type: academic
size: 32128
staff: 1852
Carnegie: 15
Carnegie-BASIC2005: 15
Carnegie-BASIC2010: 15
Carnegie-SizeSet2005: 16
Carnegie-SizeSet2010: 16
RGT: A4
SFJ: 3a
Notes:

Location

City, State, Post or Zip Code and Country

Size/Staff

Staff and student FTEs and other metrics

Consortia Membership

List of consortia of which the institution is a member

Tiers

Ringgold has tiers for all institutions worldwide, and includes country specific tiers such as JISC bands and Carnegie Classifications. . A full list of Ringgold Tiers is in Appendix D

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Institution hierarchy

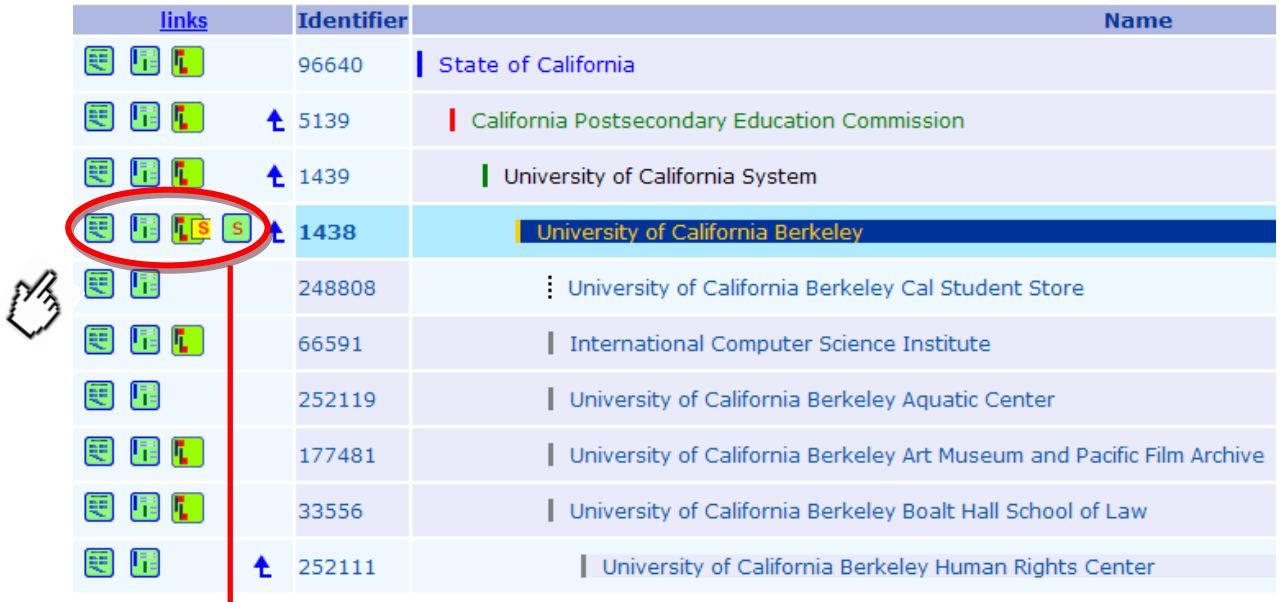
Let's go back to the search page and look for the **University of California Berkeley** to see a shorter list of results

3	168565	University of California at Berkeley Department of Ethnic Studies
4	1438	University of California Berkeley
5	252119	University of California Berkeley Aquatic Center

Show hierarchy. This institution is a subscriber AND there are other subs up or down the hierarchy

*Note: consortia records are highlighted in brown

You should now see the hierarchy for the University of California Berkeley and related institutions. From here you can see the relationship you have with this institution and its related subsidiaries. Against each organization you can see up to four icons and a relationship bar:



links	Identifier	Name
	96640	State of California
	5139	California Postsecondary Education Commission
	1439	University of California System
	1438	University of California Berkeley
	248808	University of California Berkeley Cal Student Store
	66591	International Computer Science Institute
	252119	University of California Berkeley Aquatic Center
	177481	University of California Berkeley Art Museum and Pacific Film Archive
	33556	University of California Berkeley Boalt Hall School of Law
	252111	University of California Berkeley Human Rights Center

view full record detail

Subscriptions ARE NOT held at this institution, and ARE NOT held by other institution(s) in the hierarchy

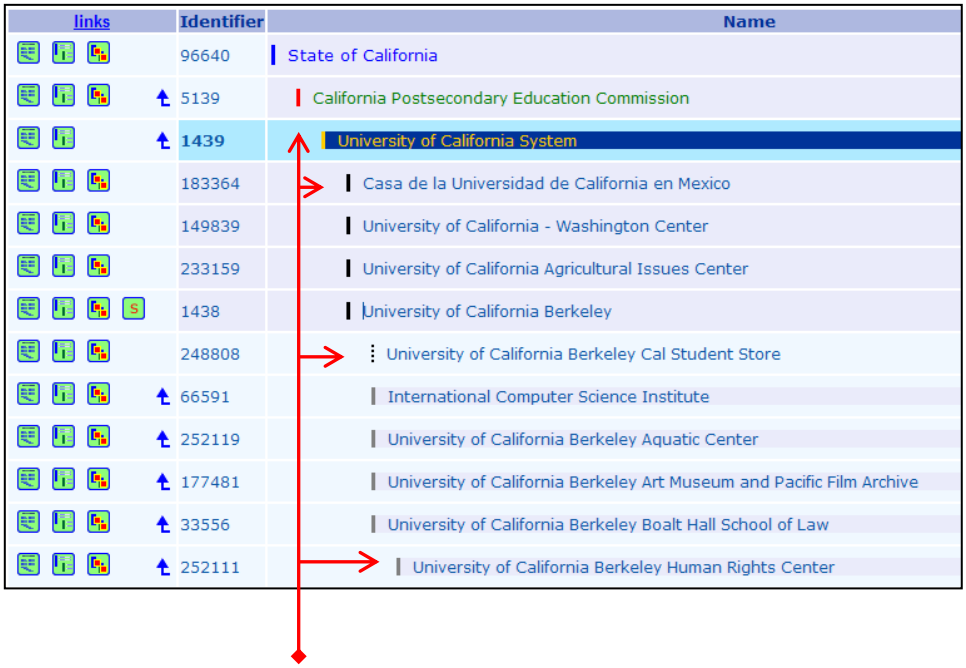
Subscriptions ARE NOT held at this institution, and ARE held by other institution(s) in the hierarchy

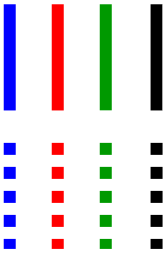
Subscriptions ARE held at this institution, and ARE held by other institution(s) in the hierarchy

Subscriptions ARE held at this institution, and ARE NOT held by other institution(s) in the hierarchy

view subscriber/subscription details

Institutional relationships


links
Identifier
Name
96640 State of California
5139 California Postsecondary Education Commission
1439 University of California System
183364 Casa de la Universidad de California en Mexico
149839 University of California - Washington Center
233159 University of California Agricultural Issues Center
1438 University of California Berkeley
248808 University of California Berkeley Cal Student Store
66591 International Computer Science Institute
252119 University of California Berkeley Aquatic Center
177481 University of California Berkeley Art Museum and Pacific Film Archive
33556 University of California Berkeley Boalt Hall School of Law
252111 University of California Berkeley Human Rights Center

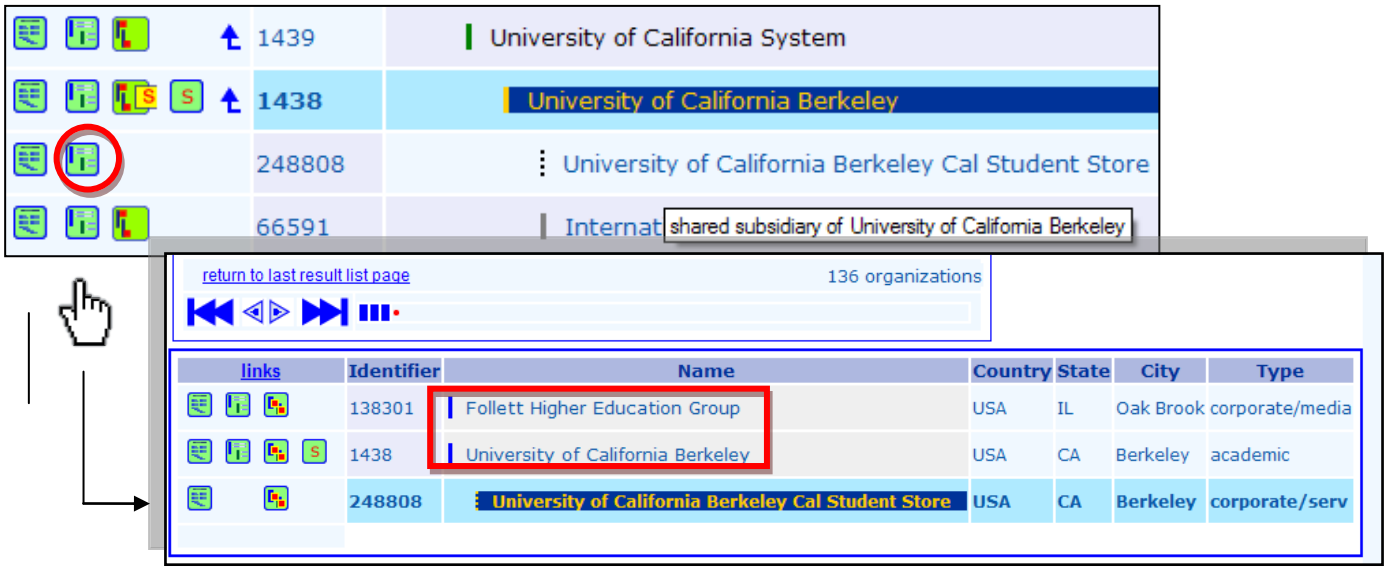


Solid bars indicate a direct relationship between that institution and its parents or subsidiaries.
The first level is always blue, then different colours are used further down the hierarchy. *Identify* shows three levels at a time.

The **broken lines** indicate a shared subsidiary and clicking on the view hierarchy icon to the left of the organization will show all parent institutions.

Hover over an organization to see a note about its parent

Where a shared subsidiary is indicated click to see the relationship in detail


1439 University of California System
1438 University of California Berkeley
248808 University of California Berkeley Cal Student Store
66591 Internat
shared subsidiary of University of California Berkeley
return to last result list page
136 organizations
links
Identifier
Name
Country
State
City
Type
138301 Follett Higher Education Group USA IL Oak Brook corporate/media
1438 University of California Berkeley USA CA Berkeley academic
248808 University of California Berkeley Cal Student Store USA CA Berkeley corporate/serv

Follet Higher Education Group **AND** University of California Berkeley are parents of the Student Store.

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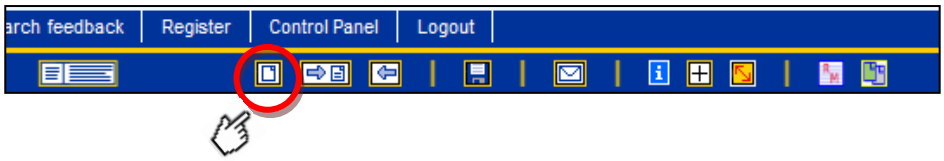
Advanced searching

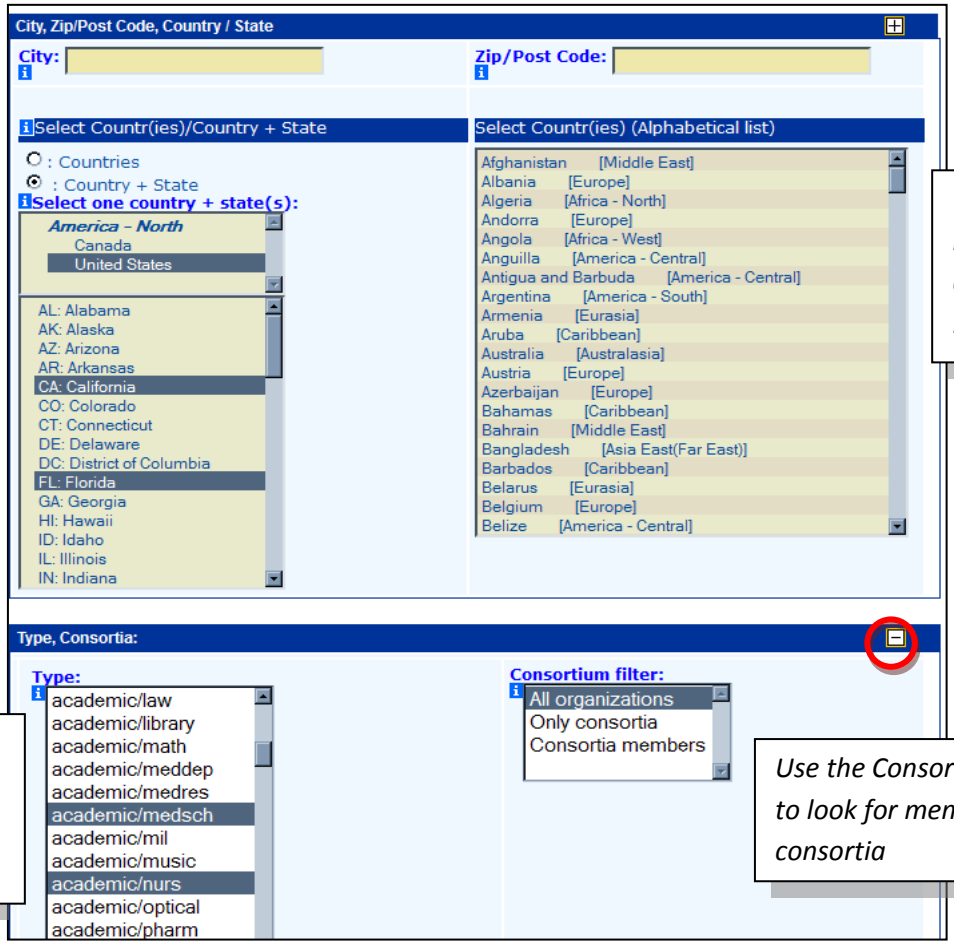
Go back to the search page to use the other search filters when you want more advanced results



Hitting this button will clear previous searches

Example advanced search:
We want to see all the medical and nursing schools in California and Florida.

Filter your search by city or zip for specific locations



Choose multiple countries, if needed

Expand here to get more search options

These are all our types. Search for one or many.

Use the Consortium filter to look for members of consortia

→ ***Select*** Country + State → ***Select*** USA → ***Select*** states *CA* and *FL* (hold Ctrl and click each one)

→ ***Expand*** Type, Consortia
→ ***Select*** Type *academic/medsch* and *academic/nurs* (hold Ctrl and click each one)
→ Scroll back up and ***Search***

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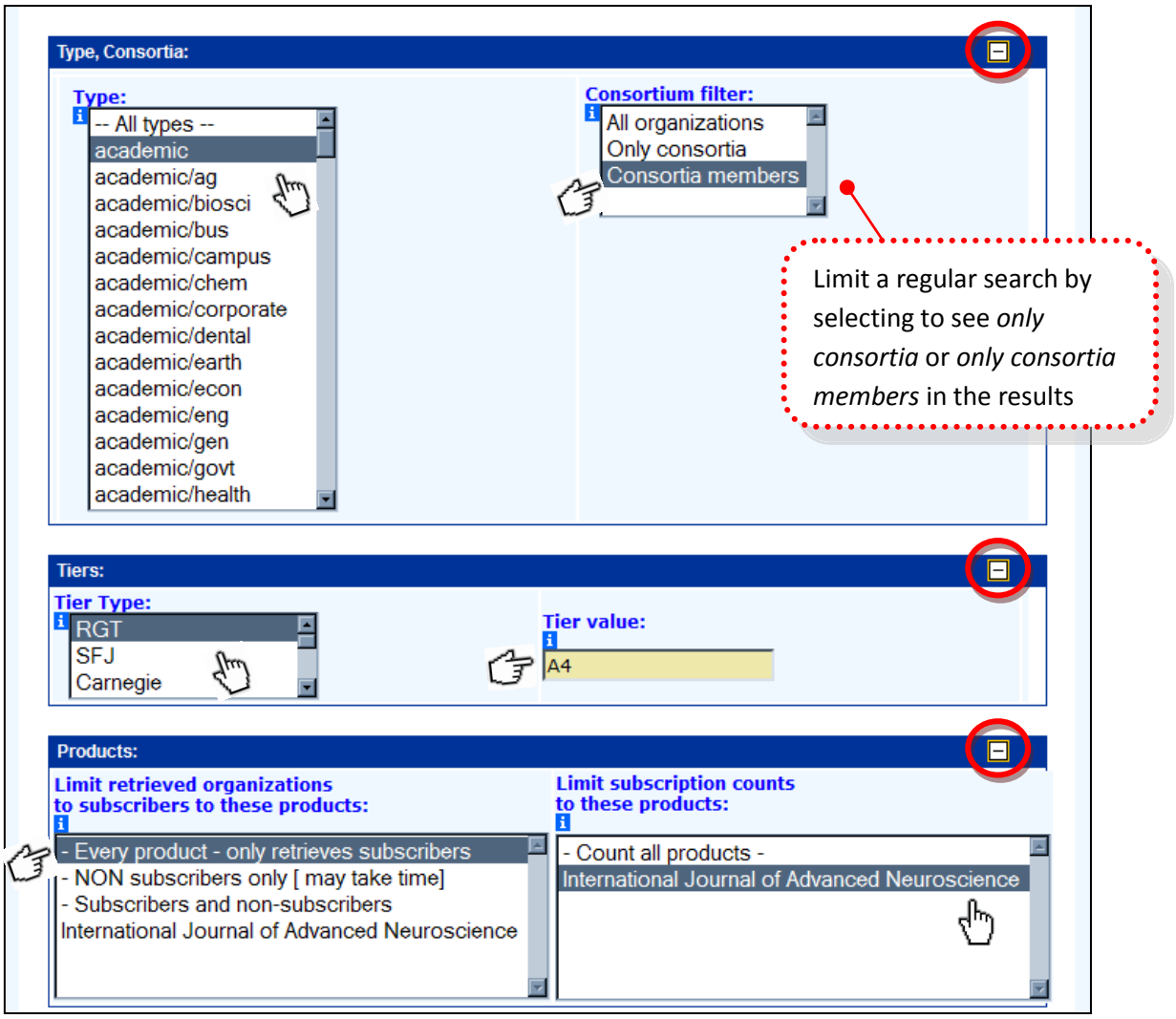
Advanced searching – Consortia

Example advanced search:
We want to see *all* doctorate granting universities (A4 tier), who are *consortia members* and whom *subscribe* to a particular product of ours.



→ ***Expand*** Type, Consortia → ***Select*** Type *academic* → ***Select*** Consortium Filter *Consortia members*

→ ***Expand*** Tiers → ***Select*** Tier Type *RGT* → ***Insert*** Tier Value *A4**
*see Appendix D for a complete list and description of Ringgold Tiers

→ ***Expand*** Products → ***Select*** Every product → ***Select*** Product name → Scroll back up, ***Click Search***

In your list of results, these icons
will indicate that an institution is a subscriber to that product

Viewing subscriptions

Example advanced search:
I want to see all the medical schools in USA, state California that are our subscribers to all products

→ ***Select*** Country + State → ***Select*** USA → ***Select*** State *CA*

→ ***Expand*** Type, Consortia → ***Select*** Type *academic/medsch*

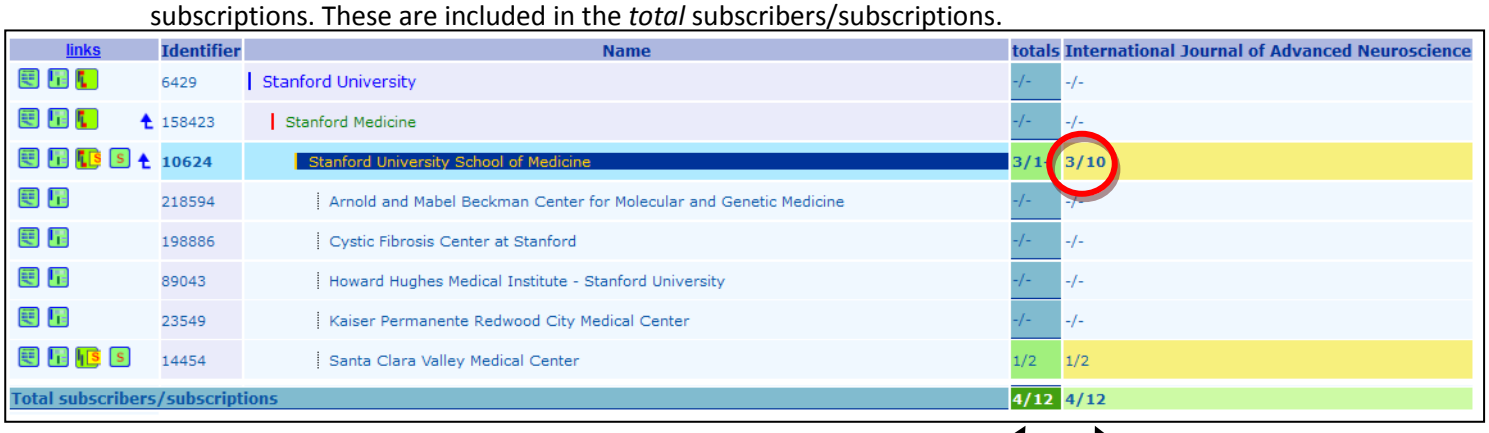
→ ***Expand*** Products → ***Select*** Every product → Scroll back up, ***Click Search***

From these search results ***click***
We're going to look at subscriptions held at Stanford University School of Medicine

6 organizations

links	Ringgold ID	Organization name	Country	State	City	Type
1	5140	Charles Drew University of Medicine and Science	USA	CA	Los Angeles	academic/medsch
2	5120	Cleveland Chiropractic College	USA	CA	Los Angeles	academic/medsch
3	3791	Life Chiropractic College West	USA	CA	Hayward	academic/medsch
4	12221	Loma Linda University School of Medicine	USA	CA	Loma Linda	academic/medsch
5	10624	Stanford University School of Medicine	USA	CA	Stanford	academic/medsch
6	6645	Western University of Health Sciences	USA	CA	Pomona	academic/medsch

Below you can see the subscription details. There are three subscribing accounts, and a total of 10 subscriptions or copies, which all tie to record #10624, the Stanford University School of Medicine. Remember that it is not uncommon to have multiple subscribing accounts for a single institution, so this shows where a publisher might have duplicate accounts.
Also, the Santa Clara Valley Medical Center, which is a subsidiary of record #10624 has two subscriptions. These are included in the *total* subscribers/subscriptions.



links	Identifier	Name	totals	International Journal of Advanced Neuroscience
	6429	Stanford University	-/-	-/-
	158423	Stanford Medicine	-/-	-/-
	10624	Stanford University School of Medicine	3/1	3/10
	218594	Arnold and Mabel Beckman Center for Molecular and Genetic Medicine	-/-	-/-
	198886	Cystic Fibrosis Center at Stanford	-/-	-/-
	89043	Howard Hughes Medical Institute - Stanford University	-/-	-/-
	23549	Kaiser Permanente Redwood City Medical Center	-/-	-/-
	14454	Santa Clara Valley Medical Center	1/2	1/2
Total subscribers/subscriptions			4/12	4/12

4 accounts (subscribers) at Stanford Univ School of Medicine

12 products (subscriptions) split between 4 accounts

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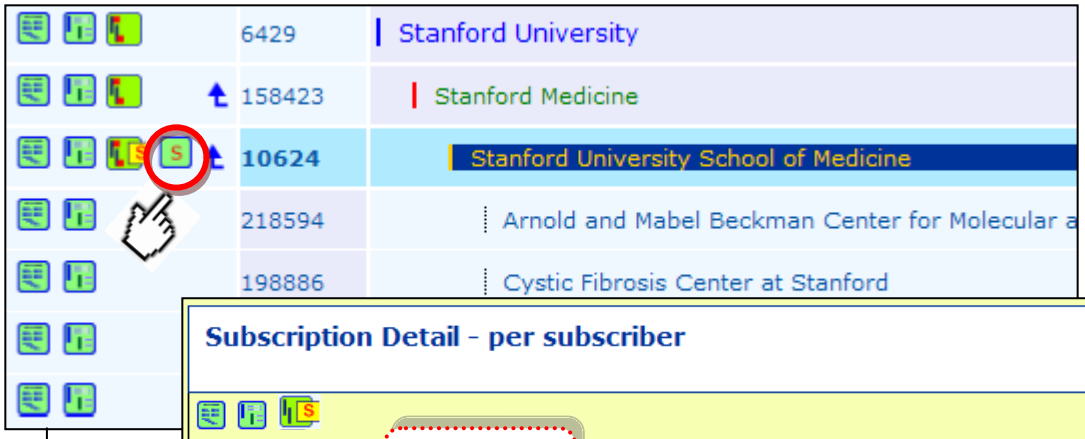
Viewing subscriptions (cont.)

To view the subscription detail for Stanford University School of Medicine ***Click*** S

The information displayed in the Subscription Detail screen is the information provided by you (if hosted).



Subscription Detail - per subscriber

RN: 10624 Ringgold number **Stanford University School of Medicine**

Subscriber					Subscriber ID
Title	**Quantity**	**Agent**	**Publisher data 1**	**Publisher data 2**	**Publisher data 3**
Serials Control:					**101414**
International Journal of Advanced Neuroscience	1	EBSCO	2009	873599	print full archive
International Journal of Advanced Neuroscience	1	SWETS	2012	873600	print+online
International Journal of Advanced Neuroscience	1	Harrassowitz	2010	873601 LH	print
Serials Control - Lane Med Lib:					**103246**
International Journal of Advanced Neuroscience	1	EBSCO	2011	878182	print 1 year only: trial
International Journal of Advanced Neuroscience	1	SWETS	2009	878183	print
International Journal of Advanced Neuroscience	1	Harrassowitz	2011	878184	print
International Journal of Advanced Neuroscience	1	Medcom Subscriptions	2012	878185	print
Lane Med Lib/Serials Control:					**105586**
International Journal of Advanced Neuroscience	1	EBSCO	2012	884074	print+online
International Journal of Advanced Neuroscience	1	SWETS	2009	884075 LH	print+online
International Journal of Advanced Neuroscience	1	Harrassowitz	2010	884076 LH	online
All products	**10**				

Each *subscriber* may have one or several *subscriptions*

A subscription may be for one or more *products*

Publisher Data fields may or may not contain your notes about each subscription, depending on what has been provided

Each *subscriber* shows your customer ID

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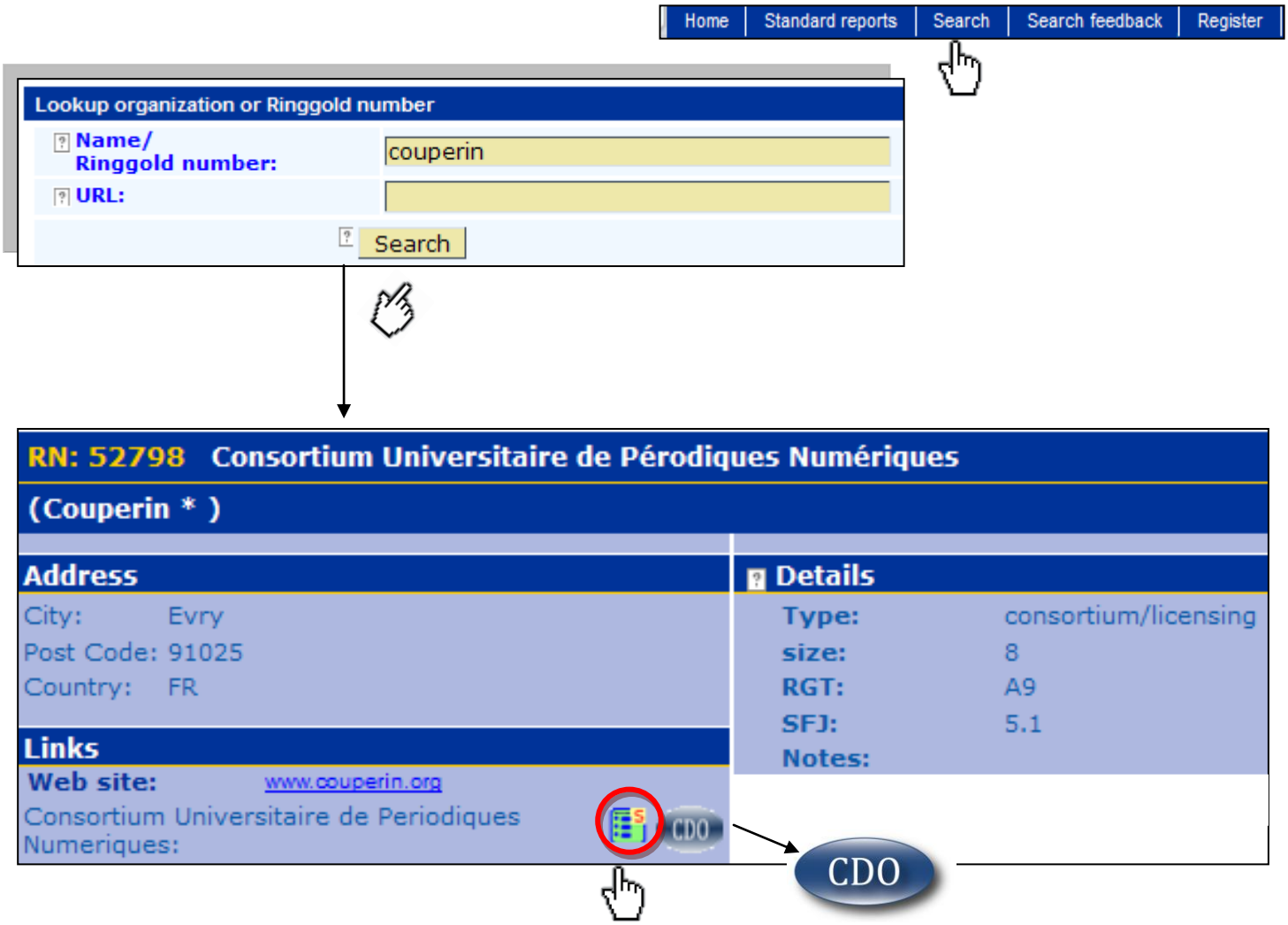
Viewing subscriptions - Consortia

Example consortia subscriptions search:
We want to see a count and list of all members of a consortium, those who subscribe and do not subscribe to your publications.

We're going to look at subscriptions held within Couperin consortium.



Click here to go to the Consortium Directory Online (CDO)

Select the consortium members list to view total number of members and any subscriptions

Viewing subscriptions - Consortia (cont.)

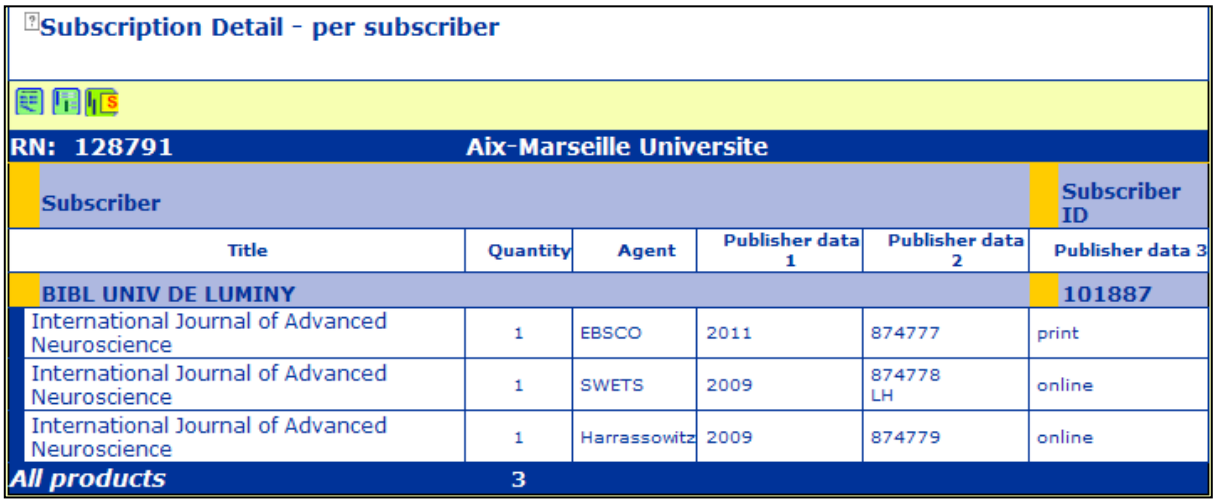
The *show subscription details* icon will display next to the name of a consortium member if there is a subscription somewhere in the hierarchy.
Click the subscription icons to view an institution hierarchy with subscriptions.

Consortium - Consortium Universitaire de Periodiques Numeriques: [52798] members: 217 — Run Consortium Report

links	Identifier	Name	Country
	27049	Academie Nationale de Medecine	FR
	52896	Agence de Mutualisation des Universites et Etablissements	FR
	124109	AGROCAMPUS OUEST	FR
	52841	AgroParisTech-ENGREF	FR
	52829	AgroSup Dijon	FR
	128791	Aix-Marseille Universite *[Aix-Marseille Universite (Université d'Aix Marseille I/Université d'Aix MarseilleII/Université d'Aix Marseille III)]*	FR
	27061	American University of Paris	FR
	55036	Anses *[Agence francaise de sécurité sanitaire des aliments (AFSSA)]*	FR

links	Identifier	Name	totals
	128791	Aix-Marseille Universite	1/3
	326542	Aix-Marseille Universite Centre de Formation de Musiciens Intervenants	-/-
	334705	Aix-Marseille Universite Ecole Doctorale des Sciences du Mouvement Humain	-/-
	326581	Aix-Marseille Universite Institut Regional du Travail	-/-
	326552	Aix-Marseille Universite Maison Mediterraneenne des Sciences de l'Homme	-/-

Scroll down the list to see any subscriptions and ***Click*** to view the details of those subscriptions.
Product details can then be viewed.



Subscription Detail - per subscriber

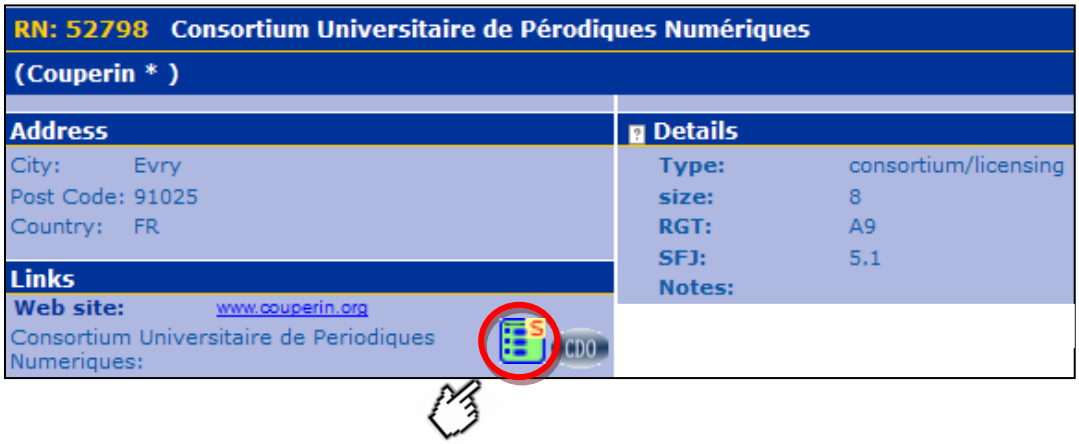
RN: 128791 Aix-Marseille Universite

Subscriber					Subscriber ID
Title	**Quantity**	**Agent**	**Publisher data 1**	**Publisher data 2**	**Publisher data 3**
BIBL UNIV DE LUMINY					**101887**
International Journal of Advanced Neuroscience	1	EBSCO	2011	874777	print
International Journal of Advanced Neuroscience	1	SWETS	2009	874778 LH	online
International Journal of Advanced Neuroscience	1	Harrassowitz	2009	874779	online
All products	3				

Exporting consortia members to file

For Identify Database clients who also use the Identify Audit Service, you will be able to export not only the complete member list of any consortium, but also your subscription data to result in a consortium penetration report.

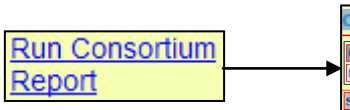
→ ***Search*** for a consortium in *Identify* → ***display*** the Identify Record (see Record Information and Detail for instructions)



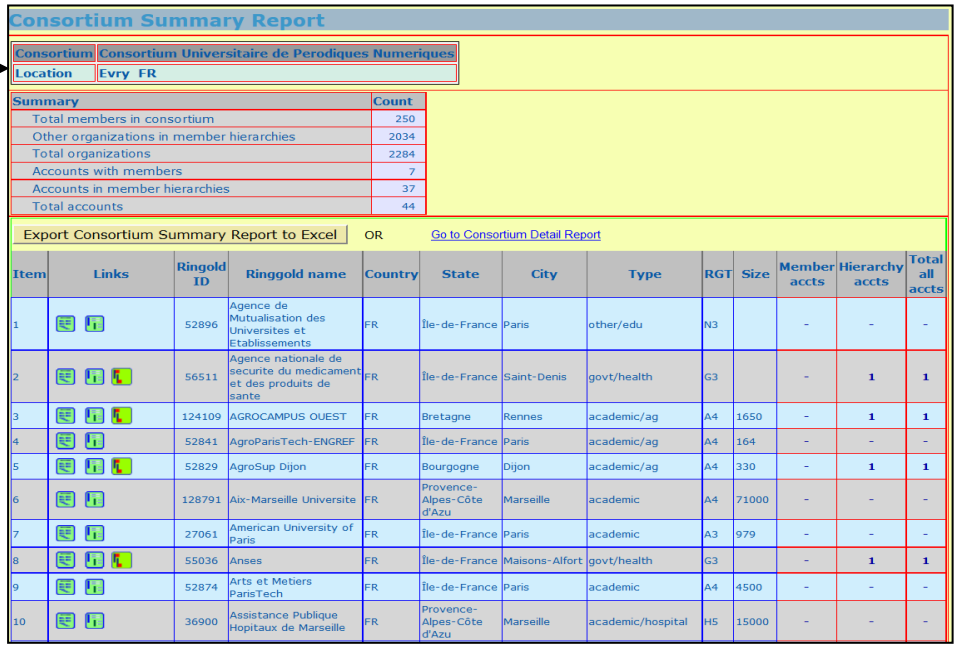
→ ***Click*** the consortium members and subscriptions icon, which indicates there are members of this consortium who have some subscriptions with you

Consortium - Consortium Universitaire de Perodiques Numeriques: [52798] members: 250
Run Consortium Report
links
Identifier
Name
52896 Agence de Mutualisation des Universites et Etablissements FR
56511 Agence nationale de securite du medicament et des produits de sante [ANSM] FR
124109 AGROCAMPUS OUEST FR

→ ***Select*** Run Consortium Report



The Consortium Summary Report shows how many subscribing accounts you have within the consortium.


Consortium Summary Report
Consortium Consortium Universitaire de Perodiques Numeriques
Location Evry FR
Summary Count
Total members in consortium 250
Other organizations in member hierarchies 2034
Total organizations 2284
Accounts with members 7
Accounts in member hierarchies 37
Total accounts 44
Export Consortium Summary Report to Excel
OR
Go to Consortium Detail Report
Item Links Ringgold ID Ringgold name Country State City Type RGT Size Member accts Hierarchy accts Total all accts
1 52896 Agence de Mutualisation des Universites et Etablissements FR Île-de-France Paris other/edu N3 - - -
2 56511 Agence nationale de securite du medicament et des produits de sante FR Île-de-France Saint-Denis govt/health G3 - 1 1
3 124109 AGROCAMPUS OUEST FR Bretagne Rennes academic/ag A4 1650 - 1 1
4 52841 AgroParisTech-ENGREF FR Île-de-France Paris academic/ag A4 164 - - -
5 52829 AgroSup Dijon FR Bourgogne Dijon academic/ag A4 330 - 1 1
6 128791 Aix-Marseille Universite FR Provence-Alpes-Côte d'Azu Marseille academic A4 71000 - - -
7 27061 American University of Paris FR Île-de-France Paris academic A3 979 - - -
8 55036 Anses FR Île-de-France Maisons-Alfort govt/health G3 - 1 1
9 52874 Arts et Metiers ParisTech FR Île-de-France Paris academic A4 4500 - - -
10 36900 Assistance Publique Hopitaux de Marseille FR Provence-Alpes-Côte d'Azu Marseille academic/hospital H5 15000 - - -

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Exporting consortia members to file (cont.)

Summary	Count
Total members in consortium	250
Other organizations in member hierarchies	2034
Total organizations	2284
Accounts with members	7
Accounts in member hierarchies	37
Total accounts	44

Total members in consortium = member institutions of the consortium
Other organizations in member hierarchies = number of institutions elsewhere in the members' hierarchies
Total organizations = member institutions of the consortium plus number of institutions elsewhere in the members' hierarchies
Accounts with members = total unique accounts for members of the consortium.
Accounts in member hierarchies = unique accounts for organizations hierarchically related to a member. These may be children or parents of a member, but are not officially consortia members themselves. A non-member account may also be present in multiple member hierarchies, but is counted just once in this total.
Total accounts = Unique accounts for members and within member hierarchies.

To export this report →***Click*** Export Consortium Summary Report to Excel

To see individual subscriptions and opportunities within this consortium →***Click*** Go to Consortium Detail Report

Consortium Detail Report Preview

This preview lists all subscribing and non-subscribing consortium members, and subscribing accounts in the member hierarchies.

Consortium	Consortium Universitaire de Perodiques Numeriques
Location	Evry FR

Export Consortium Detail Report to Excel OR Go to Consortium Summary Report

Item	Level	Ownership	Consortium Member Parent ID	Consortium Member Parent name	Ringgold ID	Ringgold name	Country	State	City	Type	Size
1	3	direct	26900	Centre Hospitalier Universitaire de Lyon	55913	Gouvernment Francais	FR	Île-de-France	Paris	govt/central	
2	0	direct	26900	Centre Hospitalier Universitaire de Lyon	26900	Centre Hospitalier Universitaire de Lyon	FR	Rhône-Alpes	Lyon	academic/hospital	22500
3	0	direct	26900	Centre Hospitalier Universitaire de Lyon	26900	Centre Hospitalier Universitaire de Lyon	FR	Rhône-Alpes	Lyon	academic/hospital	22500
4	0	shared	26902	Centre Hospitalier Regional Universitaire de Lille	26902	Centre Hospitalier Regional Universitaire de Lille	FR	Nord-Pas-de-Calais	Lille	academic/hospital	14892
5	-1	direct	26902	Centre Hospitalier Regional Universitaire de Lille	55166	Hopital Claude Huriez	FR	Nord-Pas-de-Calais	Lille	academic/hospital	1705
6	-1	direct	26902	Centre Hospitalier Regional Universitaire de Lille	55166	Hopital Claude Huriez	FR	Nord-Pas-de-Calais	Lille	academic/hospital	1705
7	-1	direct	26902	Centre Hospitalier Regional Universitaire de Lille	26901	Hopital Michel Fontan	FR	Nord-Pas-de-Calais	Lille	academic/hospital	200

This preview lists all subscribing *and* non-subscribing consortium members, and subscribing accounts in the member hierarchies.

Exporting consortia members to file (cont.)

Rows in GREY = consortium member with a subscription. You will see a row for each individual subscription, as submitted in your Identify Audit data.

Rows in BLUE = these institutions have subscriptions. They are not consortium members in their own right, but are in the hierarchies of consortium members.

Rows in WHITE = consortium member without a subscription

Item	Level	Ownership	Consortium Member Parent ID	Consortium Member Parent name	Ringgold ID	Ringgold name	Country
1	*3*	*direct*	*26900*	*Centre Hospitalier Universitaire de Lyon*	*55913*	*Gouvernment Francais*	*FR*
2	0	direct	26900	Centre Hospitalier Universitaire de Lyon	26900	Centre Hospitalier Universitaire de Lyon	FR
3	0	direct	26900	Centre Hospitalier Universitaire de Lyon	26900	Centre Hospitalier Universitaire de Lyon	FR
4	0	shared	26902	Centre Hospitalier Regional Universitaire de Lille	26902	Centre Hospitalier Regional Universitaire de Lille	FR

The **level** indicates where in an hierarchy the member sits. Click the level number to view the full institution hierarchy. **Ownership** will tell you if the member is **direct** (no parent institute), ***direct*** (has a parent institute) or **shared** (has more than one parent institute).

Detailed subscription information for each product is listed to the far right of the screen. Where **Quantity** is blank then there is no subscription at that institution. So you can view all gaps in the consortia account alongside the sales.

Customer name	Customer ID	Product	Local 1	Local 2	Local 3	Quantity
Hospital Laval	*SF000159*	*Journal of Joint Failures and Fractures*	*31/12/2013*	*2AD*	*$4,565.80*	*1*
Hospital Pierre Wertheimer	SF001349	Journal of Bones and Breakages	30/06/2015	2AB	$6,150.40	1
Hopital de la Croix Rousse	SF000129	Journal of Joint Failures and Fractures	31/12/2013	2AB	$4,565.80	1

To export this report →***Click*** Export Consortium Detail Report to Excel

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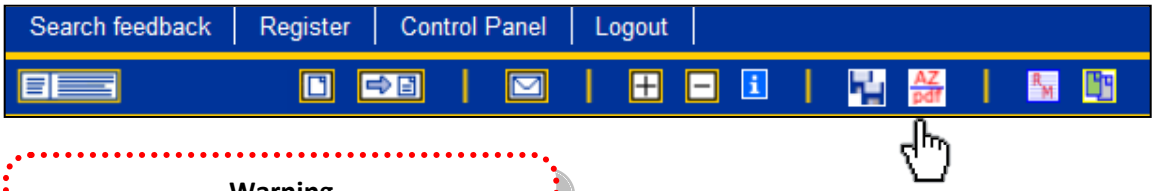
Exporting search results to file

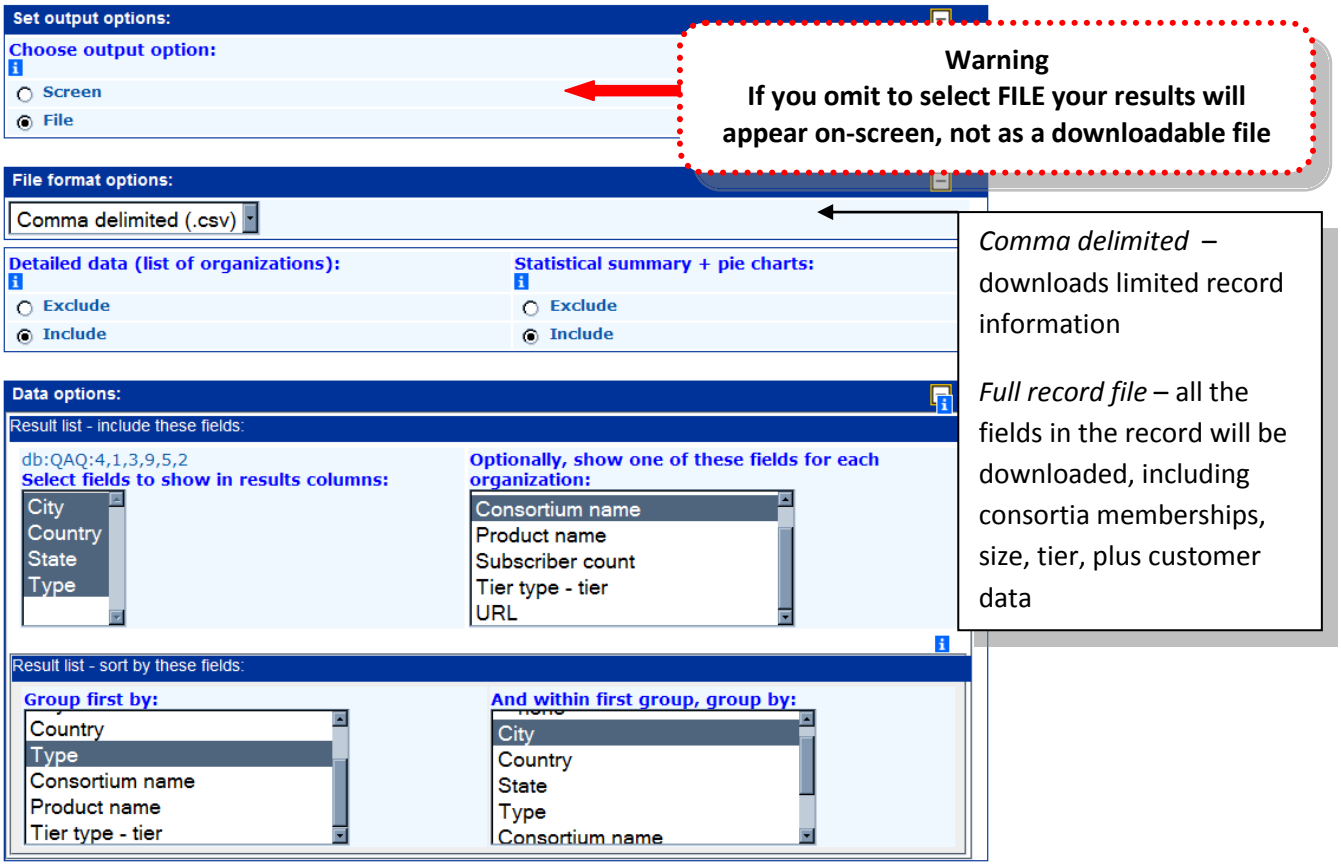
In the **Basic or Detailed** search screen set *Identify* to save your search results to file. Do this before you click search

→ ***Click*** the icon on the top bar



Warning
If you omit this stage you will not be able to download your results into Excel

You are now shown **output options**.
→ ***Select*** output option **file**, and *choose* other filter options, if required.

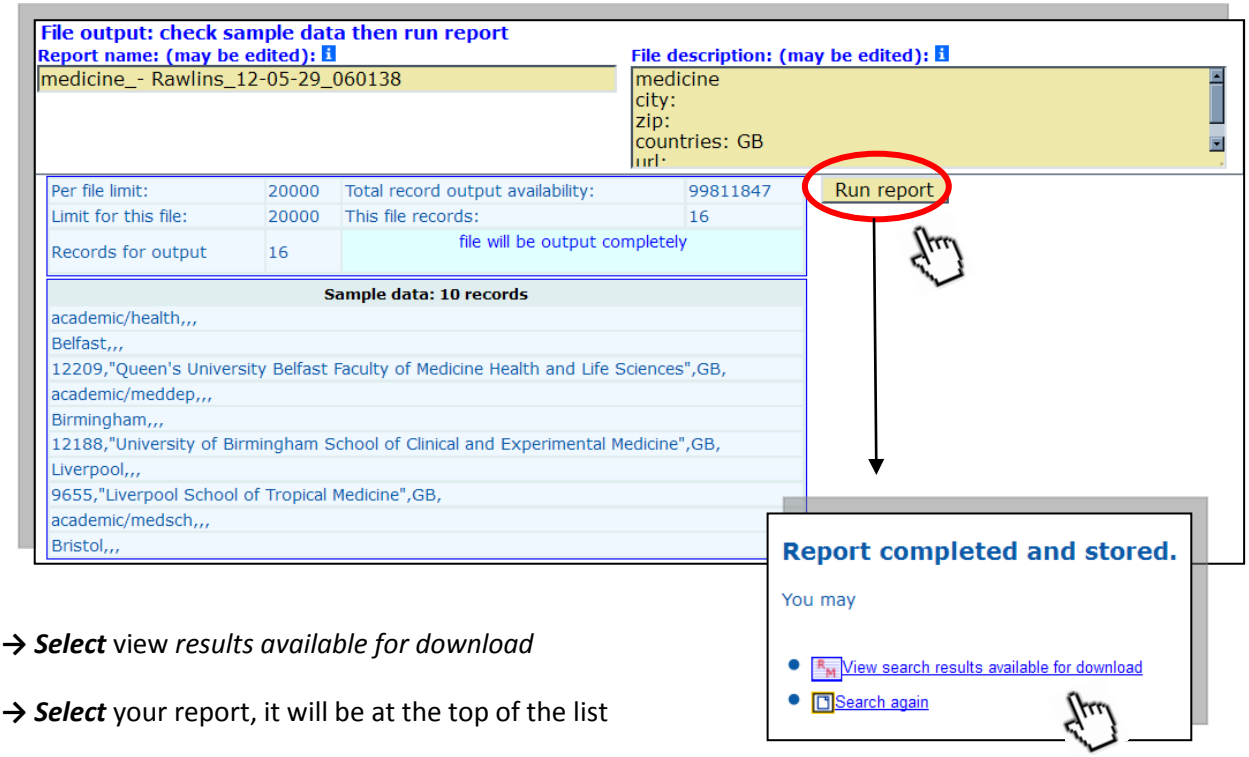


When all desired options have been selected, scroll back up to the top and → ***Run*** Search

Exporting search results to file (cont.)

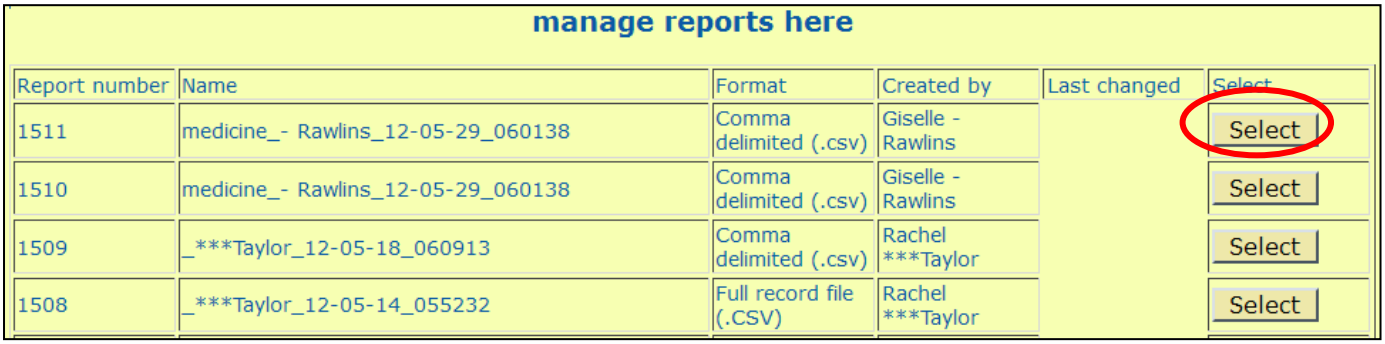
You will be shown a preview screen, to check that you are exporting the correct data. This screen indicates how many records will be downloaded in your file and also shows whether the file will be downloaded completely. We set a maximum download of 20,000 records. You can also change the file name.

→ **Select** *run report* to export the data to a file

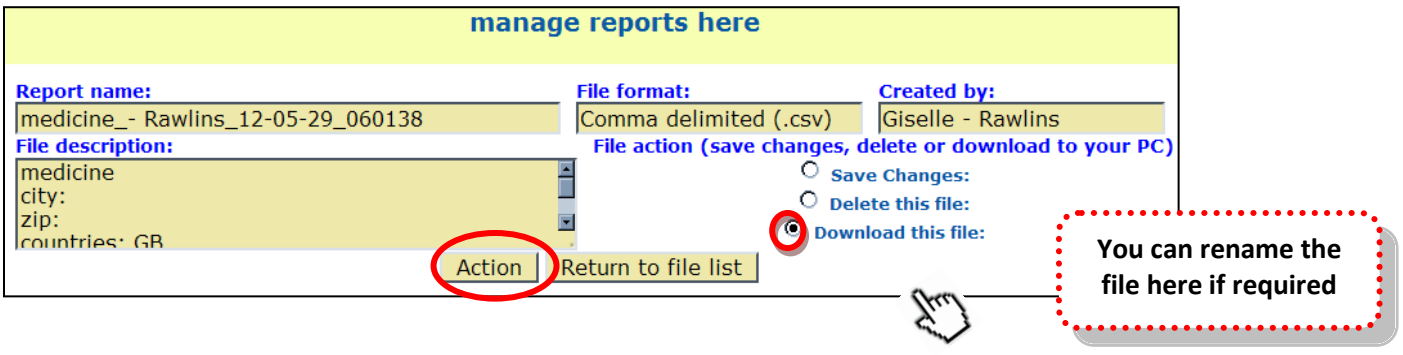


→ ***Select*** view *results available for download*

→ ***Select*** your report, it will be at the top of the list

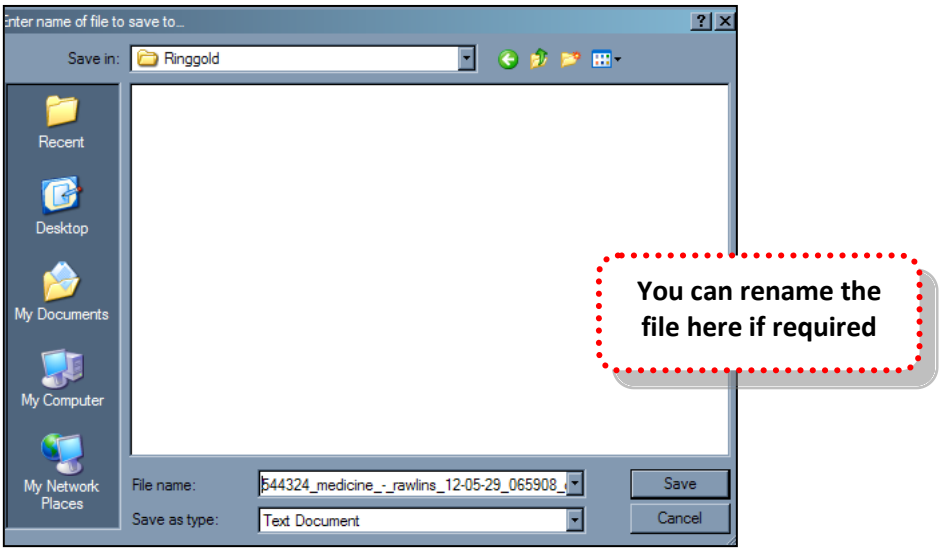


→ ***Select*** download this file → ***Select*** Action



Viewing downloaded data

→ ***Save*** your file.



The data file will look like this (if the full record is selected):

B11 — Barts and The London School of Medicine and Dentistry

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Ringgold I	Organizat	City	State	Country	Postcode	URL	Consortiu	Type	Size kind	Size value	Tier type -	Tier	Customer	Customer	Customer	Customer	Agent nan	Subscripti	Other age	Local field
2	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	102185	Sch of Med & Dentis		875505	EBSCO	print+online		2011
3	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	102185	Sch of Med & Dentis		875505	EBSCO	print+online		2011
4	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	102185	Sch of Med & Dentis		875506	SWETS	online		2009
5	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	102185	Sch of Med & Dentis		875506	SWETS	online		2009
6	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	102185	Sch of Med & Dentis		875507	Harrassow	print+online		2012
7	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	102185	Sch of Med & Dentis		875507	Harrassow	print+online		2012
8	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	102185	Sch of Med & Dentis		875508	Medcom S	print		2012
9	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	102185	Sch of Med & Dentis		875508	Medcom S	print		2012
10	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	104116	Sch of Med & Dent/V		880390	EBSCO	print		2012
11	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	104116	Sch of Med & Dent/V		880390	EBSCO	print		2012
12	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	SFJ	3b	104116	Sch of Med & Dent/V		880391	SWETS	print		2009
13	4952	Barts and	London		GB	E1 2AD	www.mds.qmul.ac.u		academic/	size	1000	RGT	M3	104116	Sch of Med & Dent/V		880391	SWETS	print		2009
14	4925	British Lib	London		GB	NW1 2DB	www.bl.u	Research	govt/libra	size	2340	SFJ	5c	100082	lib serv.		870210	EBSCO	online		2012
15	4925	British Lib	London		GB	NW1 2DB	www.bl.u	Research	govt/libra	size	2340	RGT	G5	100082	lib serv.		870210	EBSCO	online		2012
16	4925	British Lib	London		GB	NW1 2DB	www.bl.u	Research	govt/libra	size	2340	JISC	B	100082	lib serv.		870210	EBSCO	online		2012

You will see multiple lines of data for each record. They may have two or more sets of data in the Size column, perhaps staff and beds or possibly they are members of multiple consortia. A line of data will also be given for each publication they subscribe to. A combination of these reasons can lead to a large file. The data is provided like this, to enable use in customers' varied internal systems.

You can filter the data in your downloaded file, to show only records with the tier of RGT, or for a particular size value, for example.

Contact us for further instruction on viewing the data in Excel, if needed

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Standard reports – Basic subscription summary

Identify Standard Reports provide commonly requested data and statistics for both your subscriber base and the larger universe of potential subscribers. Simple filters may be used: geographic region, industry sector, and subscribers or non-subscribers to your own products. Every report may be viewed onscreen, exported to a PDF file, and saved for future reference.

- **Standard reports: Basic subscription summary**
  Shows subscriber counts for one or all products. May be used to give a basic view of **all subscriptions** held by an organisation. It can be used to produce a report of specific products, or specific countries

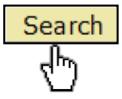
Example: a report to show a list of subscribers of all types in UAE

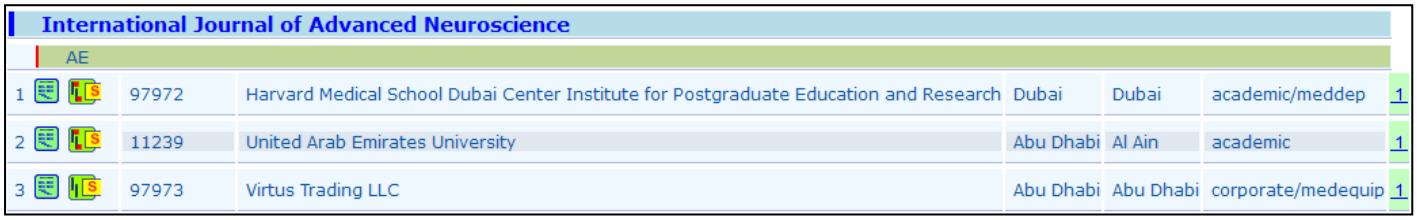
This example search shows all subscribers in the United Arab Emirates. The results are shown sorted by product title, then country, with subscribers being displayed alphabetically.

Click Standard reports → ***Click*** Basic subscription summary, Start standard report

Home
Standard reports
Search
Search feedback
Register
Control Panel
Logout
Ringgold
Giselle - Rawlins
Standard reports
These standard reports have been specified to produce commonly requested requirements. If you have a special need for a report then send us a request via our report ordering system. Special reports are ordered and delivered, not immediately downloaded and we will quote you for your special needs.
Basic subscription summary search
Shows subscriber counts for the selected products. Ordered by product then country. Selection can be made by product, country and type. Screen display allows dynamic link to the subscription data.
Start standard report
Market penetration: Pie diagram showing overall market share
Produces a pie diagram showing market penetration for all products in the selected country(ies)
Start standard report
Gap analysis v 2(Subscriptions by country AND type)
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Start standard report
Consortia subscriptions
Select organizations by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name.
Start standard report

Select Country *United Arab Emirates* → ***Click*** next → ***Select*** subscribers only* → ***Click*** next →

Select Type *all types* → ***Click*** next → ***Select*** screen → ***Search*** 


International Journal of Advanced Neuroscience
AE
1 97972 Harvard Medical School Dubai Center Institute for Postgraduate Education and Research Dubai Dubai academic/meddep 1
2 11239 United Arab Emirates University Abu Dhabi Al Ain academic 1
3 97973 Virtus Trading LLC Abu Dhabi Abu Dhabi corporate/medequip 1

The Type is displayed on the right of the screen with a subscriber count.
Icons on the far left of the screen lead to full organization details and hierarchy information.

Standard reports – Customer Demographics

Customer Demographics can be viewed with a Market Penetration standard report.

- **Standard reports: Market penetration**
  Produces data and pie charts showing market penetration for all products in the selected country(ies) and types selected.

Example:
What types of institutions buy our journal in Japan and China.

Click Standard reports → ***Click*** Market penetration, Start standard report

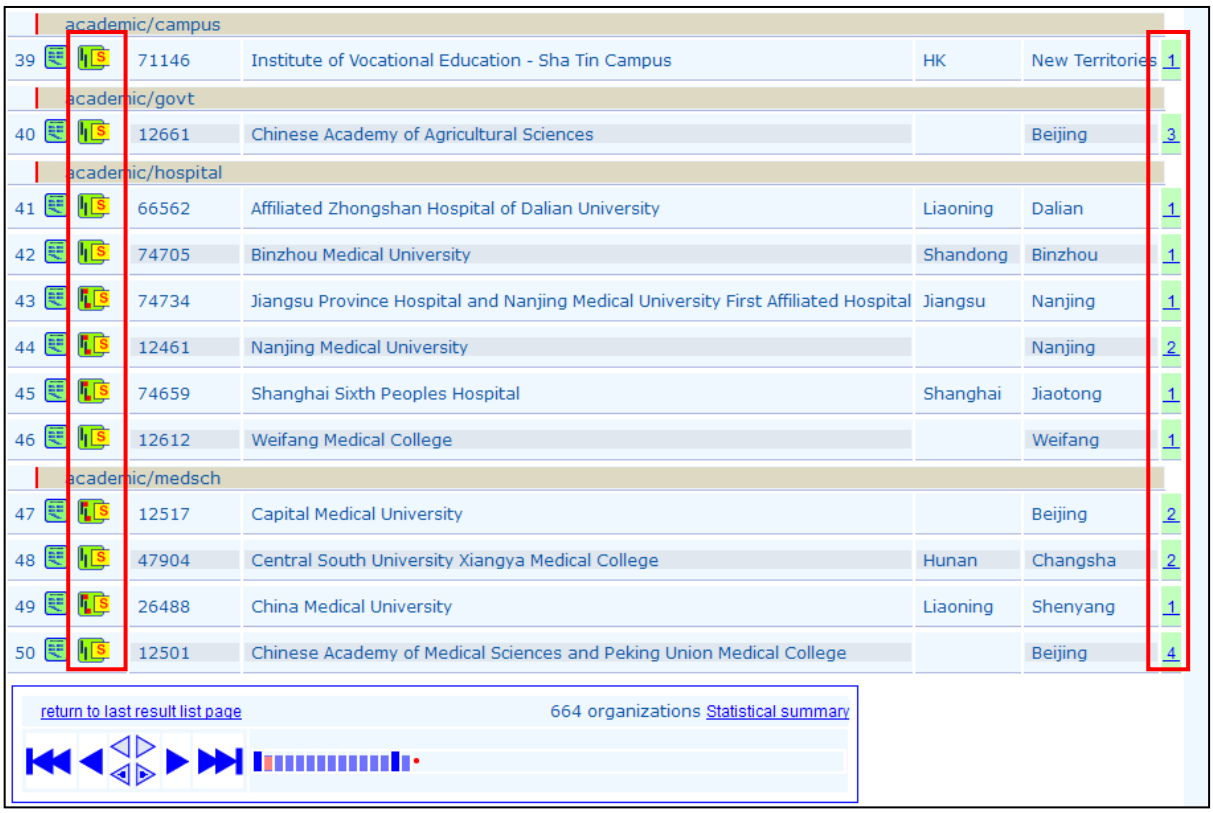
Home
Standard reports
Search
Search feedback
Register
Control Panel
Logout
Ringgold
Giselle - Rawlins
Standard reports
These standard reports have been specified to produce commonly requested requirements. If you have a special need for a report then send us a request via our report ordering system. Special reports are ordered and delivered, not immediately downloaded and we will quote you for your special needs.
Basic subscription summary search
Shows subscriber counts for the selected products. Ordered by product then country. Selection can be made by product, country and type. Screen display allows dynamic link to the subscription data.
Start standard report
Market penetration: Pie diagram showing overall market share
Produces a pie diagram showing market penetration for all products in the selected country(ies)
Start standard report
Gap analysis v 2(Subscriptions by country AND type)
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Start standard report
Consortia subscriptions
Select organizations by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name.
Start standard report

Select Country *Japan* and *China* → ***Click*** next → ***Select*** every product → ***Click*** next →

Select all types → ***Click*** next → ***Select*** screen → ***Search***

Standard reports – Customer Demographics (cont.)

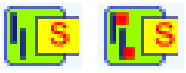
Results show organizations who subscribe, sorted by country and then type. The number of subscriptions is also shown.



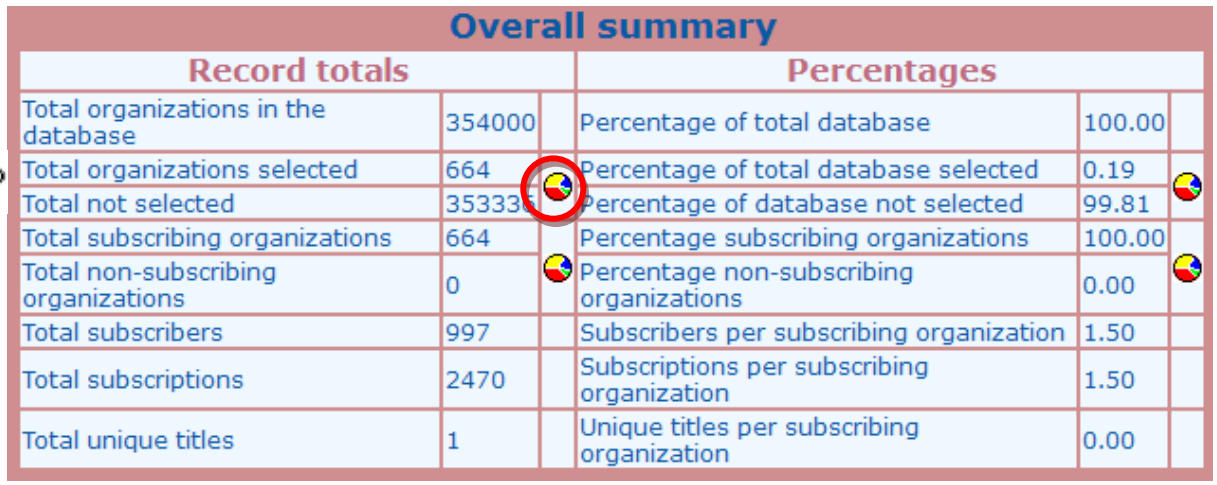
academic/campus						
39		71146	Institute of Vocational Education - Sha Tin Campus	HK	New Territories	1
academic/govt						
40		12661	Chinese Academy of Agricultural Sciences		Beijing	3
academic/hospital						
41		66562	Affiliated Zhongshan Hospital of Dalian University	Liaoning	Dalian	1
42		74705	Binzhou Medical University	Shandong	Binzhou	1
43		74734	Jiangsu Province Hospital and Nanjing Medical University First Affiliated Hospital	Jiangsu	Nanjing	1
44		12461	Nanjing Medical University		Nanjing	2
45		74659	Shanghai Sixth Peoples Hospital	Shanghai	Jiaotong	1
46		12612	Weifang Medical College		Weifang	1
academic/medsch						
47		12517	Capital Medical University		Beijing	2
48		47904	Central South University Xiangya Medical College	Hunan	Changsha	2
49		26488	China Medical University	Liaoning	Shenyang	1
50		12501	Chinese Academy of Medical Sciences and Peking Union Medical College		Beijing	4

return to last result list page — 664 organizations Statistical summary

To see the subscription details ***Click*** on either the subscriptions icons or the number in the far right column



To see the statistical breakdown, go to the **Overall Summary** at bottom of first page of data → ***Click*** on a pie chart



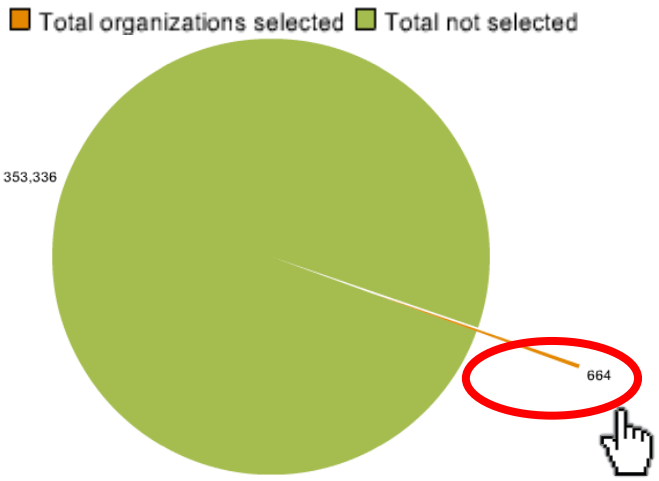
Overall summary

Record totals			Percentages		
Total organizations in the database	354000		Percentage of total database	100.00	
Total organizations selected	664		Percentage of total database selected	0.19	
Total not selected	353336		Percentage of database not selected	99.81	
Total subscribing organizations	664		Percentage subscribing organizations	100.00	
Total non-subscribing organizations	0		Percentage non-subscribing organizations	0.00	
Total subscribers	997		Subscribers per subscribing organization	1.50	
Total subscriptions	2470		Subscriptions per subscribing organization	1.50	
Total unique titles	1		Unique titles per subscribing organization	0.00	

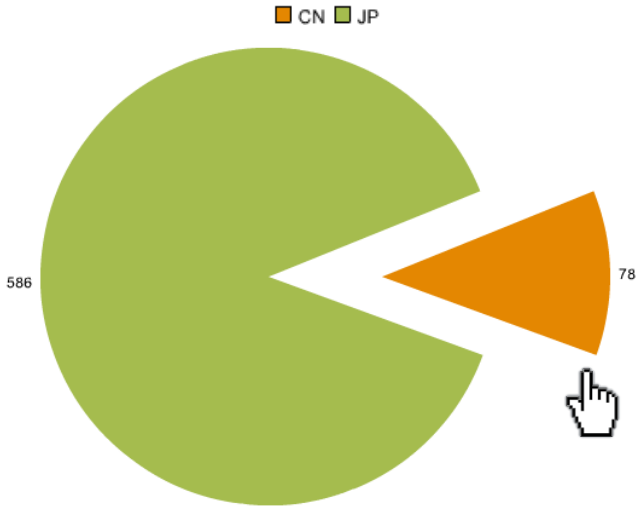
Standard reports – Customer Demographics (cont.)

A pie chart will lead you through 3 charts. They will give you a breakdown of type, for those subscribers.

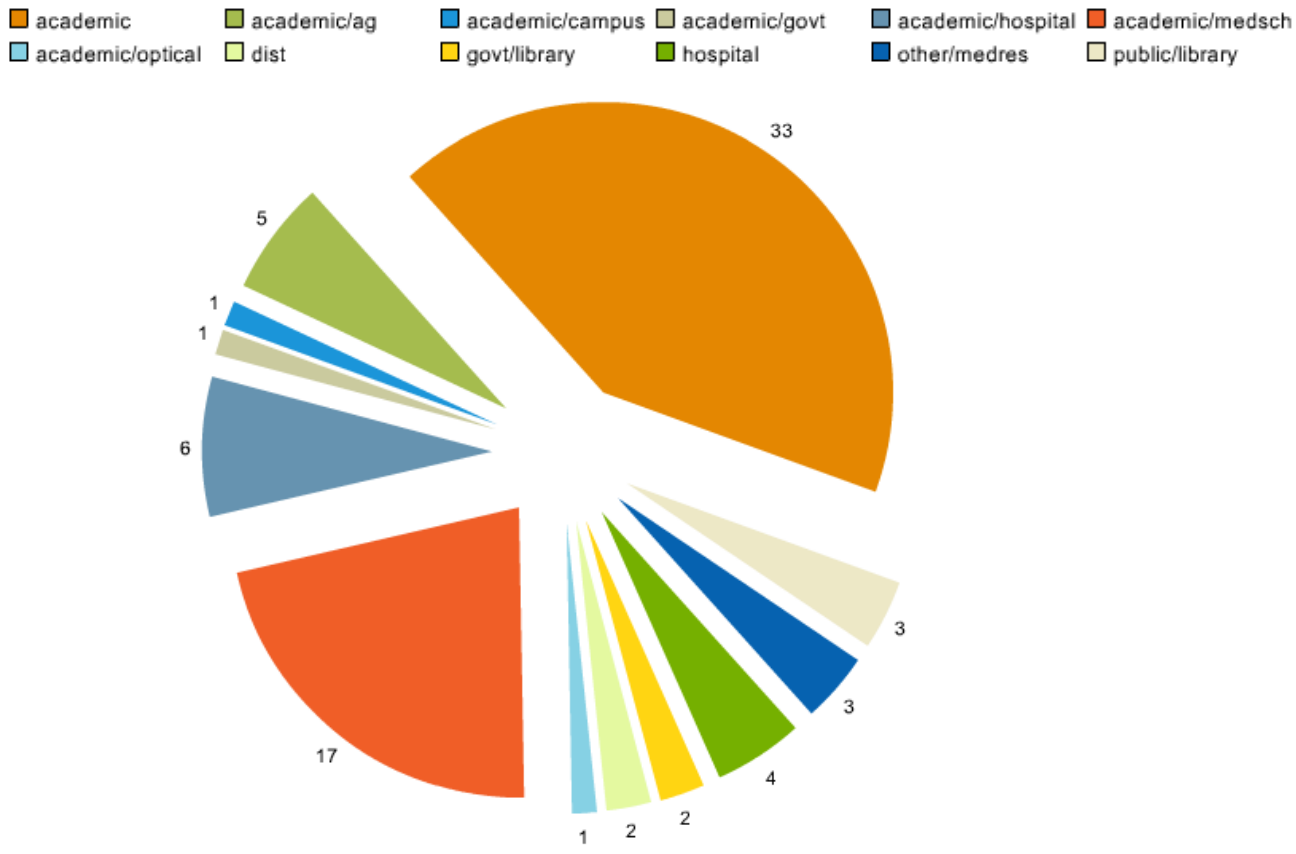
1. ***Number of records from whole database → Select previous search query amount***



2. ***Country split → select China***



3. ***Types, within China, so you can see where your key markets are. From this we can see that academic is our biggest market followed by academic/medsch and academic/hospital***



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Standard reports – Market Penetration

- **Standard reports: Market penetration**
  Produces data and pie charts showing market penetration for all products in the selected country(ies) and types selected.

Example: What is our market penetration in Australia, specifically academic medical schools and academic hospitals?

Click Standard reports → ***Click*** Market penetration, Start standard report

Home
Standard reports
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Search feedback
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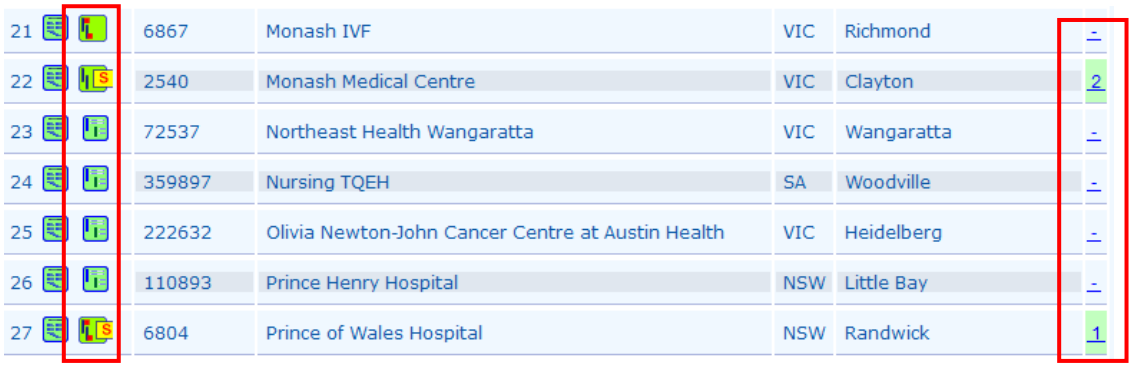
Control Panel
Logout
Ringgold
Giselle - Rawlins
Standard reports
These standard reports have been specified to produce commonly requested requirements. If you have a special need for a report then send us a request via our report ordering system. Special reports are ordered and delivered, not immediately downloaded and we will quote you for your special needs.
Basic subscription summary search
Shows subscriber counts for the selected products. Ordered by product then country. Selection can be made by product, country and type. Screen display allows dynamic link to the subscription data.
Start standard report
Market penetration: Pie diagram showing overall market share
Produces a pie diagram showing market penetration for all products in the selected country(ies)
Start standard report
Gap analysis v 2(Subscriptions by country AND type)
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Start standard report
Consortia subscriptions
Select organizations by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name.
Start standard report

Select Country *Australia* → ***Click*** next → ***Select*** No product, subscribers *and* non-subscribers → ***Click*** next → ***Select*** types *academic/medsch, academic/hospital* → ***Click*** next → ***Select*** screen → ***Search***

Results show organizations who subscribe AND non-subscribers. The results are shown in a list sorted by country and then type. The number of subscriptions is shown, with the type as a header.



21	6867	Monash IVF	VIC	Richmond	-
22	2540	Monash Medical Centre	VIC	Clayton	2
23	72537	Northeast Health Wangaratta	VIC	Wangaratta	-
24	359897	Nursing TQEH	SA	Woodville	-
25	222632	Olivia Newton-John Cancer Centre at Austin Health	VIC	Heidelberg	-
26	110893	Prince Henry Hospital	NSW	Little Bay	-
27	6804	Prince of Wales Hospital	NSW	Randwick	1

To see the subscription details ***Click*** on either the subscriptions icons or the number in the far right column

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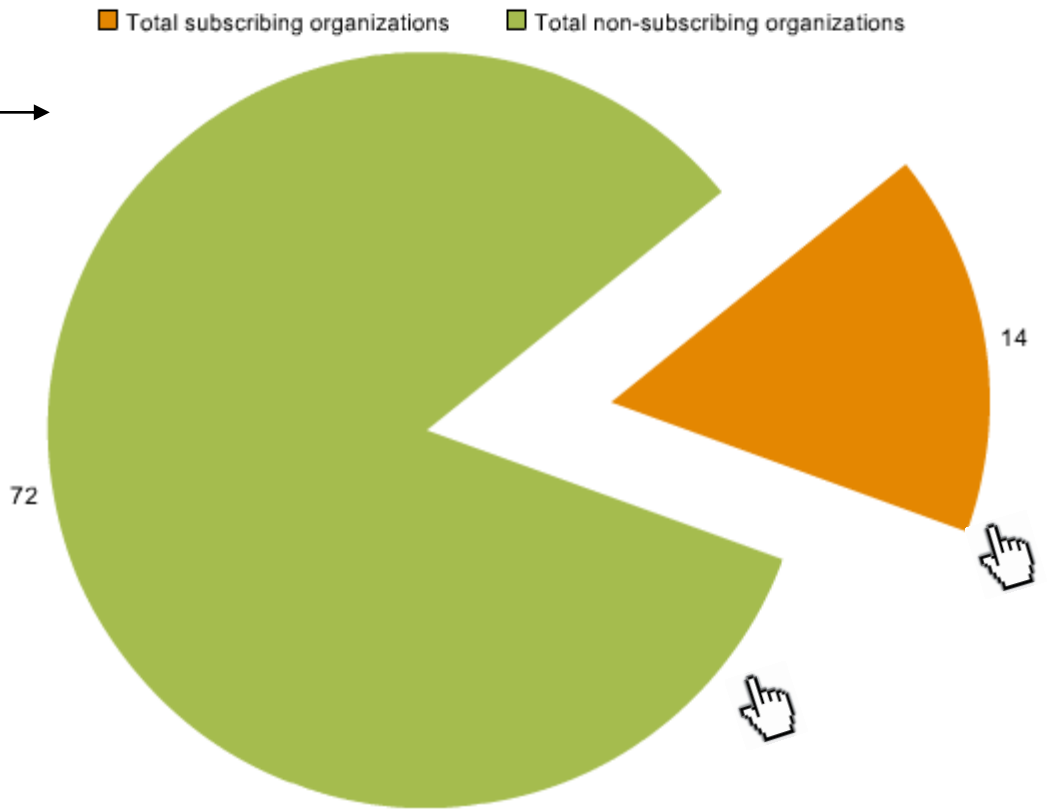
Standard reports – Market Penetration (cont.)

To see the statistics, go to the **Overall Summary** at bottom of first page of data
→ ***Click*** on a pie chart

Overall summary

Record totals			Percentages		
Total organizations in the database	342996		Percentage of total database	100.00	
Total organizations selected	86		Percentage of total database selected	0.03	
Total not selected	342910		Percentage of database not selected	99.97	
Total subscribing organizations	14		Percentage subscribing organizations	16.28	
Total non-subscribing organizations	72		Percentage non-subscribing organizations	83.72	
Total subscribers	21		Subscribers per subscribing organization	1.50	
Total subscriptions	42		Subscriptions per subscribing organization	1.50	
Total unique titles	1		Unique titles per subscribing organization	0.07	

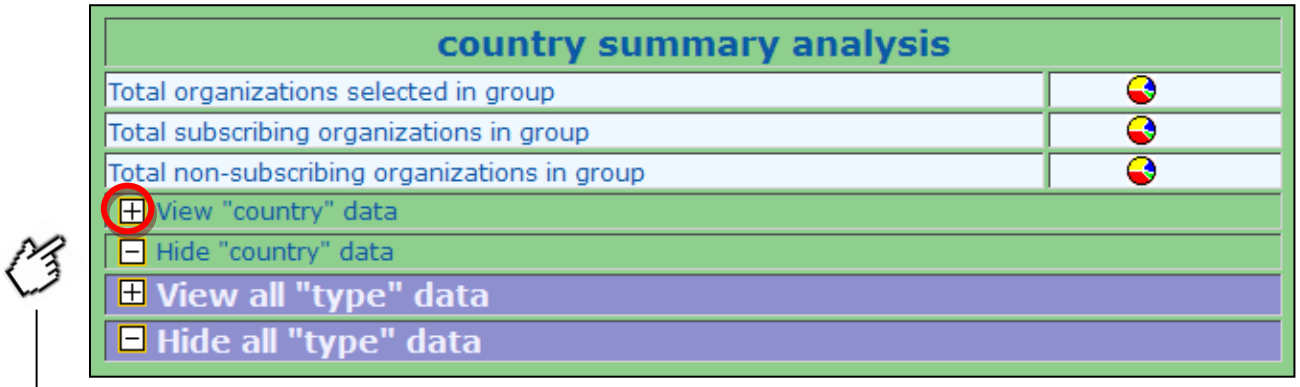
The pie chart will show you a breakdown of subscribers and non-subscribers.



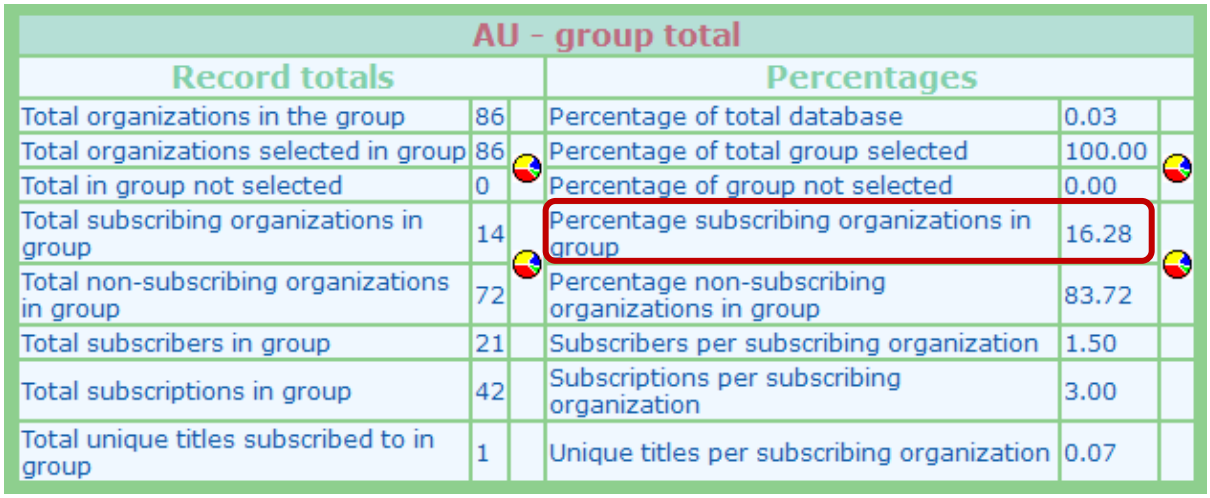
Click on a segment for a country & type breakdown if more than one country or type is selected.

Standard reports – Market Penetration (cont.)

Below the Overall Summary at the bottom of the page you will find a **Country Summary Analysis**


country summary analysis
Total organizations selected in group
Total subscribing organizations in group
Total non-subscribing organizations in group
View "country" data
Hide "country" data
View all "type" data
Hide all "type" data

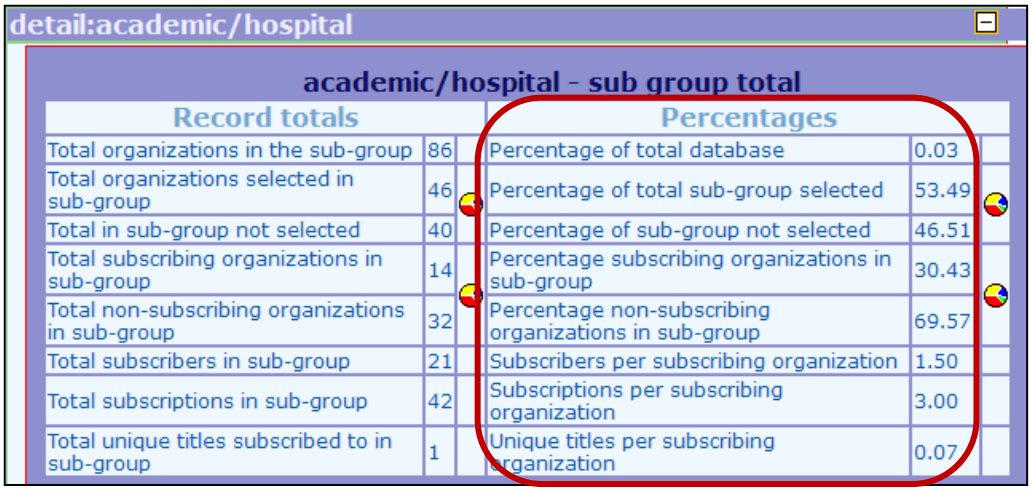
Expand View Country Data to get more useful statistics.
Note we have a 16.28% penetration in Australian academic medical schools and hospitals in the Identify Database.



AU - group total

Record totals			Percentages		
Total organizations in the group	86		Percentage of total database	0.03	
Total organizations selected in group	86		Percentage of total group selected	100.00	
Total in group not selected	0		Percentage of group not selected	0.00	
Total subscribing organizations in group	14		Percentage subscribing organizations in group	16.28	
Total non-subscribing organizations in group	72		Percentage non-subscribing organizations in group	83.72	
Total subscribers in group	21		Subscribers per subscribing organization	1.50	
Total subscriptions in group	42		Subscriptions per subscribing organization	3.00	
Total unique titles subscribed to in group	1		Unique titles per subscribing organization	0.07	

Keep scrolling down the page to see statistical analysis by each type specified in the search.
Note the market penetration percentages of the type selected.



detail:academic/hospital

academic/hospital - sub group total

Record totals			Percentages		
Total organizations in the sub-group	86		Percentage of total database	0.03	
Total organizations selected in sub-group	46		Percentage of total sub-group selected	53.49	
Total in sub-group not selected	40		Percentage of sub-group not selected	46.51	
Total subscribing organizations in sub-group	14		Percentage subscribing organizations in sub-group	30.43	
Total non-subscribing organizations in sub-group	32		Percentage non-subscribing organizations in sub-group	69.57	
Total subscribers in sub-group	21		Subscribers per subscribing organization	1.50	
Total subscriptions in sub-group	42		Subscriptions per subscribing organization	3.00	
Total unique titles subscribed to in sub-group	1		Unique titles per subscribing organization	0.07	

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Standard reports – Gap analysis

- **Standard reports: Gap analysis**

Example: a report to show a list of non subscribers in academic medical schools in Japan

Click Standard reports → ***Click*** Gap analysis, Start standard report

Home
Standard reports
Search
Search feedback
Register
Control Panel
Logout
Ringgold
Giselle - Rawlins
Standard reports
These standard reports have been specified to produce commonly requested requirements. If you have a special need for a report then send us a request via our report ordering system. Special reports are ordered and delivered, not immediately downloaded and we will quote you for your special needs.
Basic subscription summary search
Shows subscriber counts for the selected products. Ordered by product then country. Selection can be made by product, country and type. Screen display allows dynamic link to the subscription data.
Start standard report
Market penetration: Pie diagram showing overall market share
Produces a pie diagram showing market penetration for all products in the selected country(ies)
Start standard report
Gap analysis v 2(Subscriptions by country AND type)
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Start standard report
Consortia subscriptions
Select organizations by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name.
Start standard report

Select Country *Japan* → ***Click*** next → ***Select*** NON subscribers only* → ***Click*** next →

Select Type *academic/medsch* → ***Click*** next → ***Select*** screen → ***Search***

****It can take a while to run the non-subscribers option depending on the size of the country selected***

The results are displayed by Country and then Type if you select multiple countries and types

37 organizations Statistical summary

links	Ringgold ID	Organization name	State	City
JP				
academic/medsch				
1	47708	Chiba Daigaku Daigakuin Igaku Kenkyuin Igakubu		Chiba
2	89305	Fujita Hoken Eisei Daigaku Igakubu	Aichi	Toyoake
3	12770	Fukui Daigaku Igakubu		Yoshida-gun

This icon indicates that Subscriptions ARE NOT held at this institution, but ARE held by other institution(s) in the hierarchy. Click the icon to be taken to the full hierarchy with details of the subscriptions.

We have found 37 non-subscribing medical schools in Japan. Go to the bottom of the page to see a statistics chart.

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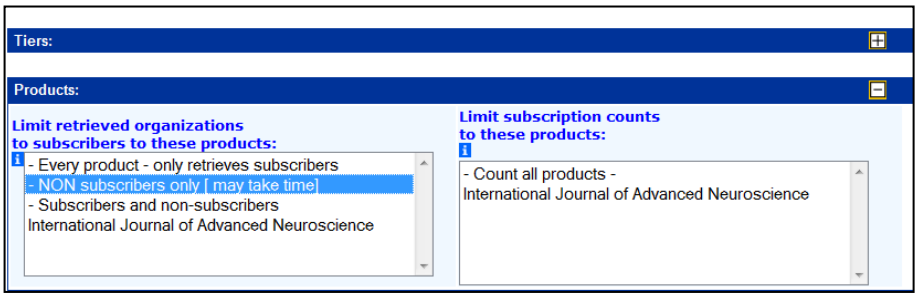
Standard reports – Gap analysis (cont.)

At the bottom of the page you will see details of the number of records within the database and the total number of organizations who **do not** subscribe to your product within the selected parameters.

Overall summary

Record totals		Percentages	
Total organizations in the database	354000	Percentage of total database	100.00
Total organizations selected	37	Percentage of total database selected	0.01
Total not selected	353963	Percentage of database not selected	99.99
Total subscribing organizations	0	Percentage subscribing organizations	0.00
Total non-subscribing organizations	37	Percentage non-subscribing organizations	100.00
Total subscribers	0	Subscribers per subscribing organization	0.00
Total subscriptions	0	Subscriptions per subscribing organization	0.00
Total unique titles		Unique titles per subscribing organization	0.00

NB: See Exporting Results to File for printing & downloading instructions for Reports.
You can also perform a printable Gap Analysis report via the *Detailed Search* option. To do this, repeat Advanced Searching and Exporting Results to File steps, and make sure you select the option *Non-Subscribers Only.*

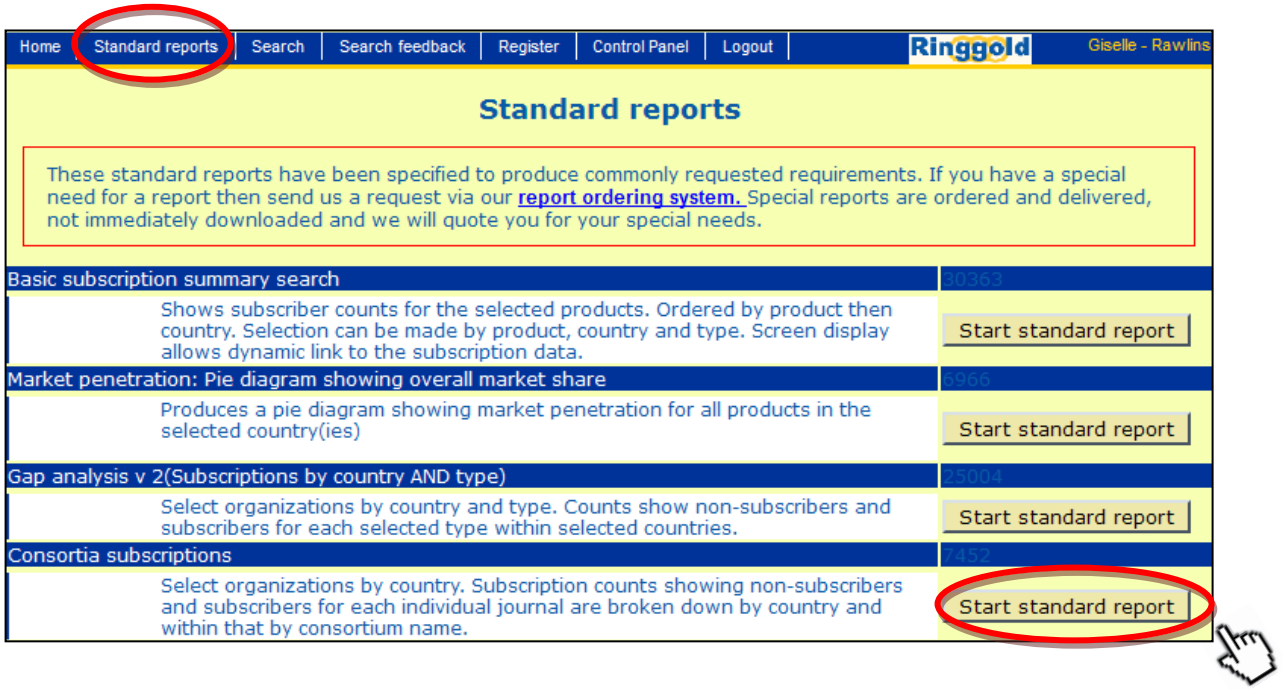

Tiers:
Products:
Limit retrieved organizations to subscribers to these products:
- Every product - only retrieves subscribers
- NON subscribers only [may take time]
- Subscribers and non-subscribers
International Journal of Advanced Neuroscience
Limit subscription counts to these products:
- Count all products -
International Journal of Advanced Neuroscience

Standard reports – Consortia subscriptions

- **Standard reports: Consortia subscriptions**
  Displays consortia and consortia members by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name

Example: a report to show a list of subscribers who are consortia members in GB.

Click Standard reports → ***Click*** Consortia subscriptions, Start standard report


Home
Standard reports
Search
Search feedback
Register
Control Panel
Logout
Ringgold
Giselle - Rawlins
Standard reports
These standard reports have been specified to produce commonly requested requirements. If you have a special need for a report then send us a request via our report ordering system. Special reports are ordered and delivered, not immediately downloaded and we will quote you for your special needs.
Basic subscription summary search
Shows subscriber counts for the selected products. Ordered by product then country. Selection can be made by product, country and type. Screen display allows dynamic link to the subscription data.
Start standard report
Market penetration: Pie diagram showing overall market share
Produces a pie diagram showing market penetration for all products in the selected country(ies)
Start standard report
Gap analysis v 2(Subscriptions by country AND type)
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Start standard report
Consortia subscriptions
Select organizations by country. Subscription counts showing non-subscribers and subscribers for each individual journal are broken down by country and within that by consortium name.
Start standard report

Select Country *GB* → ***Click*** next → ***Select*** Product Every product → ***Click*** next →

Select All Types → ***Click*** next → ***Select*** screen → ***Search***

BrainNet Europe						
15	59892	Western General Hospital		Edinburgh	academic/hospital	1
Combined Universities in Cornwall						
16	12208	Peninsula College of Medicine and Dentistry		Plymouth	academic/medsch	1
17	3286	University of Exeter		Exeter	academic	2
18	6633	University of Plymouth		Plymouth	academic	1
Consortium of European Research Libraries						
19	4925	British Library		London	govt/library	7
20	4468	University of Leeds		Leeds	academic	1
21	6396	University of Oxford		Oxford	academic	2
22	7622	University of Stirling		Stirling	academic	2
Eduserv Chest						
23	1026	Aberystwyth University		Aberystwyth	academic	1

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Standard reports – Consortia subscriptions (cont.)

Results by country:

With consortia subscriptions Standard Reports, there is an option to filter your search results by specific countries and products

When more than one country is selected then the results will display by country.
Your results may include consortium members which are part of the same consortia but are in different countries. To see the other members belonging to the one consortium, scroll through the pages and locate the next country which has members.

Example: a report to show a list of subscribers who are consortia members in Russia and Poland

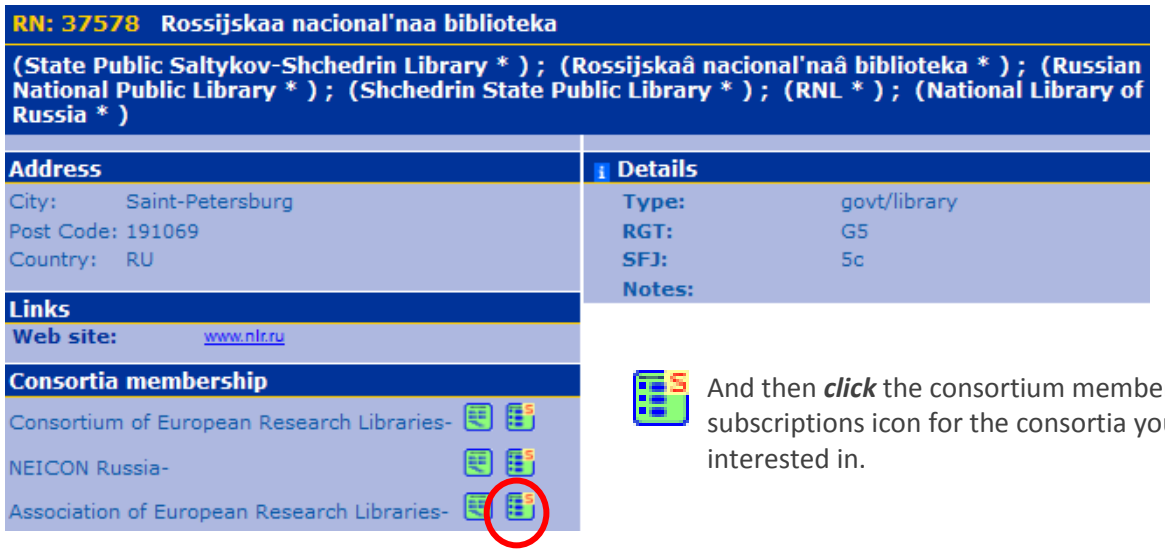
Click Standard reports → ***Click*** Consortia subscriptions, Start standard report

Select Country *Poland, Russia* → ***Click*** next → ***Select*** No Product; Subscribers and Non-Subscribers → ***Click*** next → ***Select*** All Types → ***Click*** next → ***Select*** screen → ***Search*** Search

RU						
American Consortium of Academic Libraries						
1	47769	Smolny College of Liberal Arts and Sciences		Saint Petersburg	academic	-
Association of European Research Libraries						
2	54750	Rossijskaa gosudarstvennaa biblioteka		Moskva	govt/library	-
3	37578	Rossijskaa nacional'naa biblioteka		Saint-Petersburg	govt/library	2
4	68434	Sibirskoe otdelenie Rossijskoj akademii nauk		Novosibirsk	other/research	-
5	54751	Vserossijskaa gosudarstvennaa biblioteka inostrannoj literatury imeni M I Rudomino		Moscow	govt/library	-

There are two subscriptions shown here for an organization in Russia.

To view a full list of members from here for a particular consortium, ***click*** the full record detail

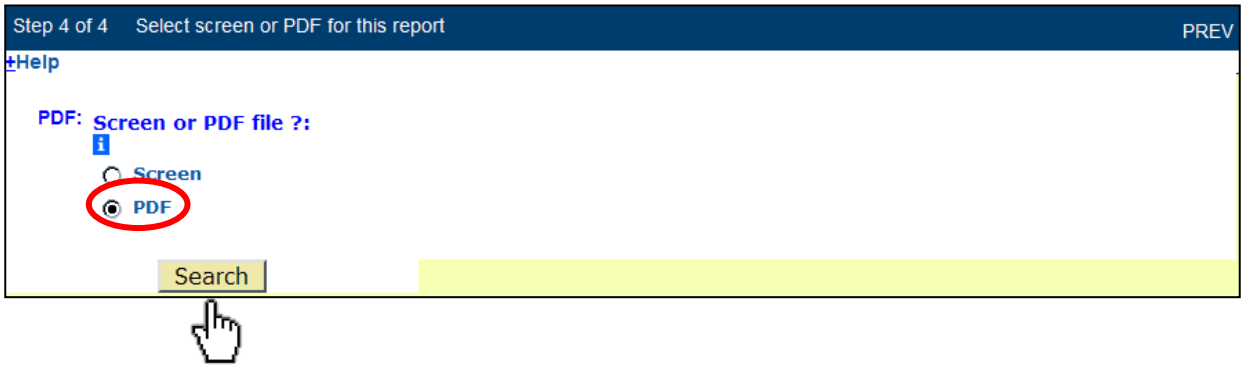

RN: 37578 Rossijskaa nacional'naa biblioteka
(State Public Saltykov-Shchedrin Library *) ; (Rossijskaâ nacional'naâ biblioteka *) ; (Russian National Public Library *) ; (Shchedrin State Public Library *) ; (RNL *) ; (National Library of Russia *)
Address
City: Saint-Petersburg
Post Code: 191069
Country: RU
Details
Type: govt/library
RGT: G5
SFJ: 5c
Notes:
Links
Web site: www.nlr.ru
Consortia membership
Consortium of European Research Libraries-
NEICON Russia-
Association of European Research Libraries-

And then ***click*** the consortium members and subscriptions icon for the consortia you're interested in.

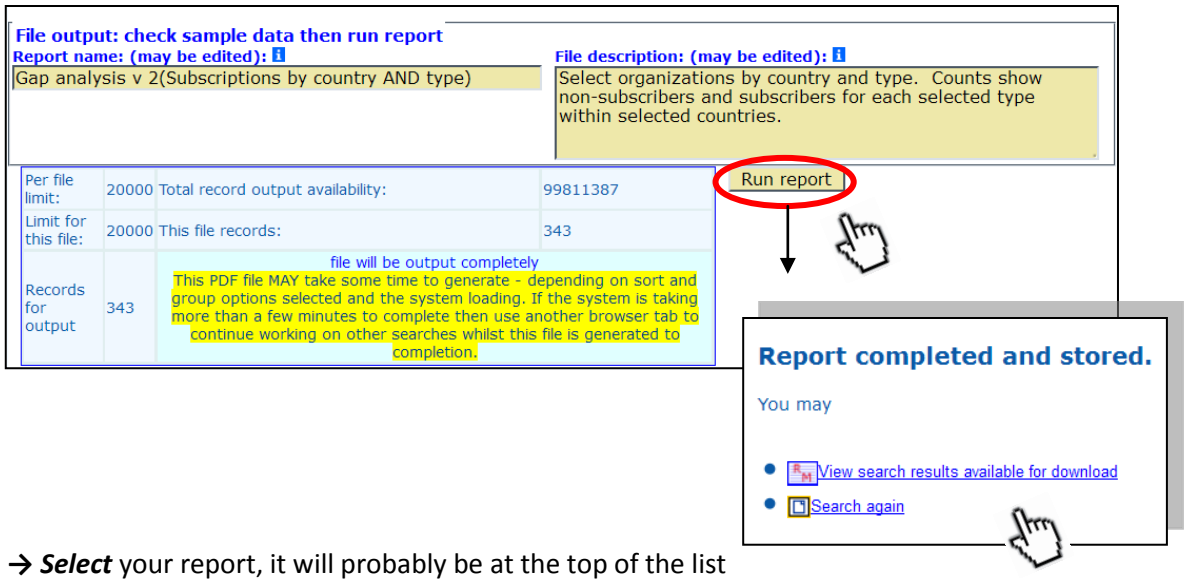
NB To see a list of all consortia members regardless of country, use Advanced search as described in Advanced Searching.

Exporting reports to PDF

Run a report, as instructed in the section Exporting Search Results to File.
When you reach the step to select Screen or PDF for this report, ***Select*** *PDF* → ***Click*** Search

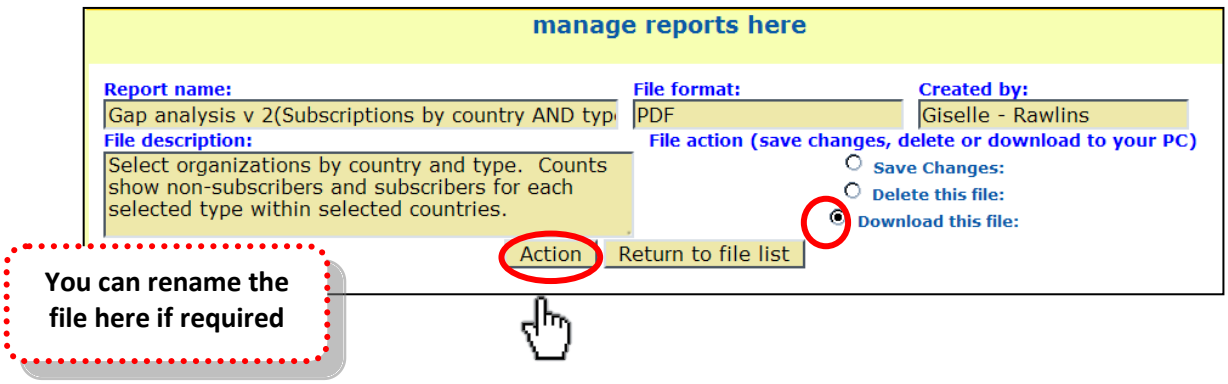


This will produce a PDF of the results list which can be inserted into other documents or printed out. It may take some time to generate, depending on sort and group options selected, and the system usage. If the system is taking more than a few minutes to complete, then use another browser tab to continue working on other searches while this file is generated.
→ ***Click*** *run report* to export the data to a file → ***Click*** *view search results available for download*


File output: check sample data then run report
Report name: (may be edited):
Gap analysis v 2(Subscriptions by country AND type)
File description: (may be edited):
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
Per file limit: 20000
Total record output availability: 99811387
Limit for this file: 20000
This file records: 343
Records for output 343
file will be output completely
This PDF file MAY take some time to generate - depending on sort and group options selected and the system loading. If the system is taking more than a few minutes to complete then use another browser tab to continue working on other searches whilst this file is generated to completion.
Run report
Report completed and stored.
You may
View search results available for download
Search again

→ ***Select*** your report, it will probably be at the top of the list

→ ***Select*** download this file → ***Select*** Action → ***Save*** your file


manage reports here
Report name:
Gap analysis v 2(Subscriptions by country AND typ
File format:
PDF
Created by:
Giselle - Rawlins
File description:
Select organizations by country and type. Counts show non-subscribers and subscribers for each selected type within selected countries.
File action (save changes, delete or download to your PC)
Save Changes:
Delete this file:
Download this file:
Action
Return to file list
You can rename the file here if required

Tips and tricks

Here are some tips to help you get the best out of your search and results. You should consider:

- **Cities** to search with more than one city, separate cities by commas and the search will work for any one of these. eg York, London, Exeter. The search will only work on a complete city name. Please be aware that city is not the same as region.

- **Consortia records, States** use a *basic search* rather than a Standard Report, to find consortia members in individual CAN and US states

  Cultural differences our institution and city names are based on the native language eg centre/center, behavioral/behavioural, organisation/organization, defence/defense, Milan/Milano, Prague/Praha, Copenhagen/Kobenhavn, Vienna/Wien, Belgrade/Beograd. ISO 8859 Latin 2 is the character set used for East European languages

- **Existing records** searching by name with most unique or significant keyword in the institution name will help narrow your results. Or find the URL for the institution on Google first and then search by URL. Try also searching for the parent record and then expand the hierarchy to look for subsidiaries.

- **Library names** are added as alternative names for whichever specific hierarchical institute they belong. For example, the Bodleian Library is the alternative name for the University of Oxford. The Whitehead Library is the alternative name for the University of Oxford Mathematical Institute. The Vere Harmsworth Library is the alternative name for the University of Oxford Rothermere American Institute.

- **Ringgold policy** we remove unnecessary information from institution names, eg change '&' to 'and', 'company' to 'co', 'incorporated' to 'inc', 'limited' to 'ltd', and we remove full stops, commas, brackets, etc. We do not abbreviate 'department' to 'dept' or 'saint' to 'st'.

- **Search terms** are combined using AND so if you use *child* and *health* the results will only find results using both of these words. *Name* will search on any name, keywords in a name, fragments of a name, and alternative names. Searches are not case sensitive. Results are sorted in alphabetical order.

- **Selecting multiple choices** when selecting more than one choice in a search filter, *eg country, type*, hold down CTRL and click each one to select multiple choices. Two or more cities can be enters, separated by commas, and the search will work for any one of them.

- Each **Standard Report** can be reproduced as a Basic Search. Do this to enable results to be downloaded into a spreadsheet

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Tips and tricks (cont.)

- **Truncation** Simple search terms are automatically right-truncated, so "medic" becomes "medic*", and will find both "medicine" and "medical". You don't need to add the *

- **Type differences and similarities** Review all Types to ensure you have captured everything relevant for your search. If you are looking for all hospitals, for example, be sure to select both *hospital* and *academic/hospital.* If you want to see ALL medical research institutes, select *academic/medres* AND *other/medres.*

  *a complete list and description of Ringgold Types is in the Appendices

- **URLs** are retained for various domain levels. Searching for *rai.ox.ac.uk* will provide more specific results than the wider domain of *ox.ac.uk*

- **Variation of names** think about synonyms when searching to gain the most appropriate results eg medical center/hospital/clinic/health centre. Alternatively, searching for all Ringgold H2 tiers within a particular city should give all hospitals, rather than typing the word *hospital* in the name field.

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Appendix A – Glossary of commonly used terms

Alternative Name - former names, common names, acronyms, English translations if record is non-English, AKA's, library names

Basic or detailed search - searches defined by the user which can be output to screen or spreadsheet

Basic subscription summary report - subscriber counts by products, then country

City – the location of the entity, the postal city not street address

Consortia subscriptions report - subscription counts showing the subscribing and non-subscribing members within each consortium

Country – the location of the entity. Also displayed as ISO Country Code format eg CH, Switzerland

Gap analysis report - non-subscribers and subscribers for each selected type within selected countries and types

Institution Name – the legal name for an institute, where know (translations may or may not be available)

Market penetration report – subscribers and non-subscribers within a particular country. Statistical information and pie-charts

Notes – free text notes, can contain information about mergers, closures, etc

Post code – or zip, if known

Ringgold ID – unique institutional identifier

RGT – Ringgold Tier. Applied to every organization in *Identify*, Ringgold Tier (RGT) indicates industry sector (all academic institutions will have a RGT beginning with "A") and relative size or scope. A2 is a community college, while A6 is a statewide university system.

Sector – classification or category: Academic, Corporate, Hospital, Government, Other, Public

Size – the number of students in an academic institution, the number of employees in a corporate institution

Staff – the number of professionals eg faculty, doctors, lawyers

Standard report - predefined reports with output options of on screen or PDF prints

State – we retain metadata for the following countries; USA, Canada, Australia, Germany, India

Type – Ringgold Type. Indicates industry sector, such as "academic", "government" and often also a sub-sector such as acad/chem or govt/research. The sub-sector is usually subject-related.

URL – domain, sub-domain or specific department URL

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Appendix B – FAQs

Common sample requests and how to fulfill them:

Institution Detail

Tell me more about a particular company, hospital system, or other complex organization.
→ ***Select*** *Search* → ***Enter*** Institution Name → ***Click*** *View organization detail* button
→ ***Click*** *View hierarchy and summary details* button

Subscribers & Subscriptions

How can I see a list of all my subscribers and download that information?
To view on screen or PDF:
→ ***Select*** *Standard Reports* → ***Run*** *Basic Subscription summary search* → ***Select*** all countries
→ ***Select*** *Products: Every product* → ***Select*** *all types* → ***Select*** *PDF*
To view onscreen or download in Excel format:
→ ***Select*** *Search* → ***Click*** output format icon
→ ***Set*** *Output Options: File* → ***Set*** *Products: Every Product* → ***Click*** *search*

How do I check the subscription holdings report for a particular institution?
Has a particular account actually renewed?
→ ***Select*** *Search* → ***Enter*** Institution Name → ***Click*** *View organization detail* button
To view subs at institution → ***Click*** *View subscribers' details* button
To view all subs in hierarchy → ***Click*** one of the *View Hierarchy* icons

What is the demographic profile of our subscriber base (regionally or globally); i.e. % corporate vs % hospitals % academic?
→ ***Select*** *Standard Reports* → ***Run*** *Market Penetration* → ***Select*** *all countries*
→ ***Select*** *Products: Every product*→ ***Select*** *Screen*
→ ***Click*** *Statistical summary* → ***Select*** pie chart *total subscribing organizations*

Consortia

How can I find consortia members in a particular region, say Germany, who might be interested in buying my product?
To view on screen or PDF:
→ ***Select*** *Standard Reports* → ***Run*** *Consortia Subscriptions* → ***Select*** *Country* Germany
→ ***Select*** *Non Subscribers only* → ***Select*** *type/s* of interest → ***Select*** *Screen*
To download in Excel format:
→ ***Select*** *Search* → ***Click*** output format icon
→ ***Set*** *Output Options: File* → ***Set*** *File format Options: Full record* → ***Set*** *Products: Non Subscribers only*
→ ***Select*** *country* Germany → ***Select*** *type* Consortium filter: Consortia members → ***Click*** *search*

I need to gather data for a particular consortium: who are they, member list, and what subscriptions do I currently have there?
→ ***Select*** *Search* → ***Enter*** Consortium Name → ***Click*** *View organization detail* button
To view list of members → ***Click*** *View subscriptions for members* button
To view subscriptions → ***Click*** *Run Consortium Report* (where available) → ***Click*** *Export Consortium Summary Summary Report to Excel* to download

Appendix B – FAQs (cont.)

Prospects

How do I find prospects?

To view on screen or PDF:

→ ***Select*** *Standard Reports* → ***Run*** *Gap Analysis* → ***Select*** countries of interest
→ ***Select*** *Products: Non subscribers only* → ***Select*** *types of interest* → ***Select*** *PDF*

To download in Excel format:

→ ***Select*** *Search* → ***Click*** output format icon
→ ***Set*** *Output Options: File* → ***Set*** *Products: Non subscribers only*
→ ***Select*** country, types and tiers of interest → ***Click*** *search*

How can I explore a particular region, country, or market sector?
What's my market penetration in my target market?

To view on screen or PDF:

→ ***Select*** *Standard Reports* → ***Run*** *Market Penetration* → ***Select*** *country/s* of interest
→ ***Select*** *Products: No Product* → ***Select*** *type/s* of interest → ***Select*** *Screen*
→ ***Click*** *Statistical summary* → ***Select*** pie chart of interest

To download in Excel format:

→ ***Select*** *Search* → ***Click*** output format icon
→ ***Set*** *Output Options: File* → ***Set*** *File format Options: Full record* → ***Set*** *Products: Subscribers and Non subscribers*
→ ***Select*** *country/s* of interest → ***Select*** *type/s* of interest → ***Click*** *search*

Here's an order from what seems to be a new organization. Are they in fact new for us? If so, what price tier do they belong in?

→ ***Select*** *Search* → ***Enter*** Institution Name → ***Click*** *View organization detail* button
Tier & size information is in the record detail

Appendix C – Ringgold Types

Each organization in *Identify* is assigned a single type, indicating industry sector and sub-specialty or sub-classification. Our types are updated on a regular basis.

Types as of Jan 2013:

Type	Description
academic	Universities, colleges - tertiary education in general (not sixth form colleges)
academic/ag	Agricultural faculties/colleges, includes wildlife and fisheries
academic/biosci	genetics, microbiology, biological/life sciences
academic/bus	Business school
academic/campus	University or college campus
academic/chem	Organic, inorganic chemistry
academic/corporate	University companies or spin-offs,includes university presses
academic/dental	Dental schools
academic/earth	Earth Science, geo, hydrology, environment, etc.
academic/econ	departments of economics
academic/eng	Mechanical, electrical, and chemical engineering
academic/gen	academic departments & faculties not otherwise classified
academic/govt	Government research institutes (e.g. national labs)
academic/health	Schools of health professions or public health, including military health schools and training
academic/history	departments of history or historical studies
academic/hospital	Teaching hospitals
academic/lang	Language schools and departments of languages
academic/law	Law schools
academic/library	use ONLY for libraries serving multiple institutions and with their own board
academic/math	departments of mathematics or statistics
academic/meddep	departments or divisions within a medical school, pharmacy school, school of public health or dental school
academic/medres	medical non-teaching research institutes within academia
academic/medsch	Medical schools, chiropractic or other medical degree granting schools
academic/mil	military academies, military training schools, not secondary schools
academic/music	departments of music, music schools, conservatoires
academic/nurs	Nursing schools
academic/optical	Optometry schools
academic/pharm	Pharmacy schools
academic/physics	physics and astronomy faculties or departments
academic/psych	Departments of psychology, psychoanalysis, behavioral studies
academic/religion	Seminaries, theological colleges
academic/school	Schools (except public schools in the US and special needs schools)
academic/social	departments of sociology, social science, social affairs, social work, psychology, politics, anthropology
academic/special	students with special needs

Type	Description
academic/sport	sports or fitness research or department
academic/system	university or college systems
academic/tech	computer science and technology
academic/vet	Veterinary schools
consortium	Purchasing group
consortium/ceased	consortia that are no longer in operation
consortium/edu	consortia that provide educational services like joint degrees and training programmes
consortium/library	consortia of libraries that provide services other than licensing e.g. Inter-Library Loans, Cataloguing
consortium/licensing	consortia providing multi-vendor licensing services/all the consortia included in the CDO database. *NB does not include one vendor licensing consorti
consortium/research	consortia of non-related laboratories involved in joint research
consortium/services	consortia that provide other services, such as administration or automation *Please put consortia that license from only one vendor under this type*
corporate/aero	Aerospace & defense
corporate/ag	Agriculture
corporate/basic	Minerals, oil
corporate/biotech	Biotechnology (inc agriculture), if purely pharmaceutical use pharma
corporate/chem	Chemicals (inc fragrances)
corporate/children	adoption, fostering, care
corporate/cong	Conglomerates
corporate/cons	Consumer goods (foodstuffs, cosmetics etc)
corporate/constr	Construction & development
corporate/consult	Consultancy (inc architects, environmental, engineering consultants, and commerical lobbying)
corporate/dental	Dentists and dental manufacturing
corporate/dissolved	No longer in operation
corporate/earth	geophysics, surveys, not mining
corporate/edu	Education provision (not schools)
corporate/elec	Electrical
corporate/ems	companies offering commercial fire ambulance and other ems services
corporate/eng	general engineering businesses e.g. mechanical
corporate/finance	Finance (inc banks, venture companies, & sometimes real estate)
corporate/fire	Fire & security
corporate/healthcare	General healthcare conglomerates only, use specific subdivisions
corporate/hmo	Managed health plans
corporate/homecare	health services to the home, residential homes, daycare
corporate/ind	General industrial use specific subdivisions if available
corporate/insurance	Insurance
corporate/law	Law firms (inc patents)
corporate/medequip	Medical equipment (not dental)
corporate/media	Publishing, tv, radio
corporate/medprac	Medical practitioners even if not for profit

Type	Description
corporate/medsupport	Medical marketing, labs, lab supplies, medical consultancy, medical publishers etc
corporate/optical	optometry or vision businesses not medical practitioners
corporate/pharma	Pharmaceutical (inc pharma biotech)
corporate/psych	Companies involved in psychoanalysis, psychotherapy, mental health or behavioral/addiction treatment
corporate/serv	Services inc management consultants, PR, hotels, bookstores
corporate/sport	Fitness clubs, football clubs, gyms
corporate/tech	Technology, computing, software
corporate/util	Utilities (power, water, gas)
corporate/vet	Veterinary practices
corporate/waste	Waste disposal etc
dist	book distributors, subscription agents, not antqiqarian or specialist booksellers or bookstores
govt	Central or federal government
govt/ag	central government inovlved in agriculture or food
govt/campus	multi-department non-subject specific campuses
govt/central	central government of a country
govt/children	central government departments dealing with children
govt/edu	central government departments dealing with education
govt/ems	central government departments dealing with fire, safety and emergency services
govt/env	central government departments dealing with environment, waste, national parks
govt/finance	central government financial & securities
govt/for	Embassies or foreign ministries
govt/health	Central government involved in health or medicine, including military health
govt/homecare	central government care homes or agencies
govt/int	International or multinational organizations
govt/law	national and federal courts, correctional institutions, probation, legal departments, police
govt/library	Central libraries (not libraries of government departments)
govt/mil	military establishments
govt/psych	Central government involved in psychoanalysis , psychotherapy, mental health or behavioral/addiction treatment
govt/social	national and federal social services, families
govt/vet	central government vets & laboratories
health/system	hospital group (regardless if they are public or private) e.g NHS England or Tenet Corp.
hospital	hospitals, hospital systems and residential hospices
hospital/children	hospital specifically for children, or women & children
library/system	Not in use anymore use consortium/library instead
other/advocates	non-commercial lobbying, unions
other/ag	not for profit involved in agriculture
other/assoc	Associations (not health or medical)
other/botanic	botanic gardens, horticultural

Type	Description
other/charity	Charities, only when general not for a specific topic e.g. children
other/children	children's homes, use academic/special for special schools
other/cultural	not covered else where
other/edu	Educational foundations or charities
other/ems	not for profit emergency fire or ambulance services
other/env	Environment, earth science institutes, waste disposal, hazardous materials
other/finance	not for profit research institutes in financial area
other/health	Health charities or associations (not medical)
other/homecare	charitable home health services, residential homes, daycare
other/law	legal associations, advisory services, police commissions
other/learned	Learned societies
other/library	Independent libraries (not public libraries)
other/medical	Medical associations (e.g. AMA, BMA)
other/medres	Medical research institutes
other/museum	Museums, art galleries, archives
other/music	orchestras, musical collections
other/optical	eye or vision organizations
other/psych	Not for profit organizations involved in psychoanalysis, , psychotherapy, mental health or behavioral/addiction treatment
other/religion	Churches, religious charities
other/research	Research institutes
other/social	charitable organizations dealing with abuse, divorce, family personal problems
other/sport	Olympic, sports authorities, sports associations
other/zoo	Zoos
public	Local government (county, district, state)
public/ag	Local/state government agriculture or forestry
public/central	central government of a state
public/children	children's homes, fostering, adoption
public/edu	school boards, school districts
public/ems	emergency services excluding ambulance in UK
public/finance	treasury, public banks
public/health	Local government involved in health or medicine
public/homecare	local authority care homes
public/law	state and county courts, correctional institutions, police, probation, legal departments
public/library	Public libraries, including state libraries and state law libraries
public/psych	Local or state government organizations involved in psychoanalysis, , psychotherapy, mental health or behavioral/addiction treatment
public/social	social services departments
public/util	local or state government utilities, power, waste, water
public/vet	local or state veterinary labs, animal health

Appendix D – Ringgold Tiers

Ringgold Tiers are applied to every organization in *Identify*. A Ringgold Tier (RGT) indicates industry sector (all academic institutions will have a RGT beginning with "A") and relative size or scope. A2 is a community college, while A6 is a statewide university system.

NOTE: SFJ coding in *Identify* has now been superseded by RG Tiers and therefore may be out-of-date within Identify Records.

Ringgold Tier	Description	Examples
	Academic	
A1	All primary and secondary school including schools for the disadvantaged	Charter Public School, Palmer High School, Lutheran School for the Deaf
A2	Community, technical, FE college	Aiken Technical College, Empire State College, Scheepvaart en Transport College
A3	Non-PhD universities /faculties/departments	Kabarak University, American Pacific University
A4	Doctorate granting universities (or research heavy) /faculties/departments (may be large but not A5 type)	Harvard University, Imperial College London
A5	20,000 + students (not research heavy)	Kaplan University, Amity University & distance learning
A6	Statewide systems	SUNY, but not including small component parts like Broome Community College
A9	Academic consortia	Academic Libraries of Indiana, Southern Universities Purchasing Consortium
	Corporate	
C1	Small for-profit independent company, partnership, or organization. Up to 200 staff in one state/area	Acutrack Inc
C2	Multiple offices, in one country, usually up to 500 staff	Canada Life Assurance Company
C3	Mid-size for-profit organization. Multiple countries, usually up to 500 staff	Smiths Group PLC
C4	Multiple countries and over 500 staff	British Broadcasting Corporation
C5	Large for-profit organization. Multi-billion turnover	Pfizer and all its children, Unilever
C9	Global license for large multi-national - not used by Ringgold	
D	Agents and distributors	
	Government	
G1	Small agencies of central government	United States Attorney's Office Central District of California

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Ringgold Tier	Description	Examples
G2	Small government laboratory	Ashtown Food Research Centre
G3	Government health organization	NHS or NIH
G4	Large government research institute - multi-site or 200 + researchers	American Institutes for Research
G5	National government agency, ministry or department - excluding health	British Library, Federal Bureau of Prisons, Embassies
G9	Group of affiliated labs or regional buying groups	INSERM
	Health	
H1	Think tanks or foundations interested in health	Red Cross, Brussels Childbirth Trust
H2	Community or private hospital (may include residency programs) and small hospital groups of all kinds	Adventist Saint Thomas Hospice, Coffee Health Group, NHS Trusts and Agence de la Sante et des Services Sociaux
H3	Care homes or assisted living, any type, VNA	Wesley Homes, Farmington Valley Visiting Nurse Association, nursing homes
H4	Health research organization	Australian Cancer Research Foundation
H5	Major teaching or research hospital	Beijing Anzhen Hospital
H9	Healthcare network - over 10 hospitals	NHS Strategic Health Authorities, Bassett Healthcare, Tenet Healthcare, Asklepios Kliniken
	Medicine	
M1	Private clinic or practice	Dr J P R McCulloch's Clinic
M2	Nursing school or allied health	Deakin Sports Therapy Centre, Geyer Springs Chiropractic
M3	Medical, pharmacy or dental school	Howard University College of Medicine
M4	Vet or animal related	Ankara Universitesi Veteriner Fakultesi
M9	Consortia of medical libraries and affiliated hospitals	Arizona Health Information Network
	Not-for-profit	
N1	Library, museum, non-research, religious, charity and cultural organizations	Royal Ballet, Catholic Church in Ghana
N2	Research library, museums with scientific research, zoological or botanical gardens	Conservatoire et Jardin botaniques de la Ville de Geneve
N3	Professional society or trade union, industry trade association, lobbying organization, think tanks	political party, AMA, Centre for Policy Dialogue

Ringgold Tier	Description	Examples
N4	Small to medium research institute	Monterey Bay Aquarium Research Institute
N5	Large research institute - multi-site	Scripps, Fraunhofer
N9	Other networks/consortia	Central Coast Museum Consortium
	Public authorities	
P1	General reference public libraries and their authorities	Staffordshire Libraries, Arts & Archives
P2	Local government department or agency inc health	Bedford Borough Council
P3	Regional government department or agency inc health	Colac Area Health
P9	Regional library network/consortia	INFOLINK